

PROGRAM 2006

*Innovations in
Health Promotion:
New Avenues
for Collaboration*

CDC's 2006 NATIONAL HEALTH PROMOTION CONFERENCE



SEPTEMBER 12-14, 2006 HILTON ATLANTA

CONFERENCE AT-A-GLANCE

Tuesday, September 12, 2006

| | | | |
|--------------------------------|---|----------------------------|----|
| 7:30 a.m. – 5:30 p.m. | Registration | Lobby Registration | |
| 7:30 a.m. – 8:30 a.m. | Continental Breakfast | Grand Salon West | |
| 8:30 a.m. – 9:00 a.m. | Welcome | Grand Ballroom | 18 |
| 9:00 a.m. – 9:45 a.m. | Opening Plenary Presentation | Grand Ballroom | 18 |
| 9:45 a.m. – 10:15 a.m. | Refreshment Break | Grand Salon West | |
| 10:15 a.m. – 11:00 a.m. | Plenary Presentation | Grand Ballroom | 19 |
| 11:00 a.m. – 11:45 a.m. | Plenary Presentation | Grand Ballroom | 19 |
| Noon – 1:30 p.m. | Welcome and Opening of Exhibit Hall <i>Box lunches will be provided</i> <i>Tickets are required</i> | Galleria Hall | 20 |
| 1:30 p.m. – 2:30 p.m. | Concurrent Sessions | | |
| A01 | Preconception Health: Smart Start for Mothers and Babies | Cherokee | 21 |
| A02 | Lay Health Education: A Successful Model in African American Salons and Barbershops | Walton | 22 |
| A03 | Applying and Integrating Public Health Genomics into Public Health Practice | Roosevelt | 23 |
| A04 | Overcoming Health Disparities: Innovative Approaches for Hispanics/Latinas | Monroe | 24 |
| A05 | Salsa Sabor Y Salud: Promoting Healthy Habits for Latino Families | Henry | 25 |
| A06 | Assessing Community Capacity for Implementing a National Obesity Prevention Intervention | Crystal Ballroom AF | 26 |
| A07 | Evaluating Risky Behaviors in Youth to Prevent Negative Health Outcomes | State/Club | 27 |
| A08 | Building Momentum: Effective Partnerships to Address Heart Disease | Madison | 28 |

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| A09 | Engaging Nontraditional Partners in Prevention Research | Crystal Ballroom CD | 29 |
| A10 | Healthy Aging: Public Health Challenges and Opportunities | Carter/Jackson | 30 |
| 2:30 p.m. – 3:00 p.m. | Exhibit and Refreshment Break Poster Session with Authors | Galleria Hall | |
| 3:00 p.m. – 4:00 p.m. | Concurrent Sessions | | |
| B01 | Characteristics of Successful Nontraditional Public Health Partnerships | Cherokee | 31 |
| B02 | Partnerships to Promote Workforce Diversity and Cultural Competency | Walton | 32 |
| B03 | Using Worksites and Lifestyle Interventions to Identify Promising Health Promotion Practices | Roosevelt | 33 |
| B04 | Translating Research into Practice: Reaching Hispanic Women about the Importance of Folic Acid | Crystal Ballroom CD | 34 |
| B05 | Social-Ecological Approaches to Health Promotion | Henry | 35 |
| B06 | Prioritizing in the Face of Budget Fluctuations | Carter/Jackson | 36 |
| B07 | Evidence-based Strategies for Improving the Health of Older Adults | Monroe | 37 |
| B08 | Effective Approaches to Ensuring Preventive Health Care and Developmental Screening for Children | State/Club | 38 |
| B09 | The Role of Family History in Chronic Disease Prevention | Madison | 39 |
| B10 | Improving Adolescent Health Through Coordinated School and Community Health Programs | Crystal Ballroom AF | 40 |
| 4:00 p.m. – 4:30 p.m. | Exhibit Break | Galleria Hall | |
| 4:30 p.m. – 6:00 p.m. | Regional Planning Event | Grand Ballroom | 41 |
| 5:30 p.m. – 7:00 p.m. | Informal Reception | Galleria Hall | |

CONFERENCE AT-A-GLANCE

Wednesday, September 13, 2006

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| 7:30 a.m. – 5:30 p.m. | Registration | Lobby Registration | |
| 7:30 a.m. – 8:30 a.m. | Continental Breakfast | Galleria Hall | |
| 8:30 a.m. – 9:00 a.m. | Welcome | Grand Ballroom | 43 |
| 9:00 a.m. – 9:45 a.m. | Plenary Presentation | Grand Ballroom | 43 |
| 9:45 a.m. – 10:15 a.m. | Exhibit Break and Refreshments | Galleria Hall | |
| 10:15 a.m. – 11:30 a.m. | Town Hall Meeting | Grand Salon West | 44 |
| 11:30 a.m. – 1:30 p.m. | Networking Luncheon and Fries Prize Presentation Tickets are required | Grand Ballroom | 45 |
| 1:30 p.m. – 2:30 p.m. | Concurrent Sessions | | |
| C01 | Integrating Family History and Genomics into Curricula and Improving Public Awareness | Roosevelt | 46 |
| C02 | Addressing Chronic Diseases and Health Disparities Through Collaborative Community Partnerships | Crystal Ballroom AF | 47 |
| C03 | Interactions of Mental Health and Mental Illness Across the Lifespan: Maintaining Cognitive Function in Adults and Older Adults | Cherokee | 48 |
| C04 | Cross-cutting Methods for Using Information Systems in Health Promotion Programs | Henry | 49 |
| C05 | The Right to Know Campaign: Translating Qualitative Research to Public Health Action | Walton | 50 |
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| C07 | Successful Partnerships in Public Health Policy | Crystal Ballroom CD | 52 |
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| C09 | Developing Emergency Response Plans for Special Needs Populations | Madison | 54 |
| C10 | Newborn & Infant Screening: What Does the Future Hold? | Cabinet/Council | 55 |
| C11 | Challenges to Healthy Aging and Public Health's Role | Carter/Jackson | 56 |

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2:30 p.m. – 3:00 p.m.

Exhibit and Refreshment Break
Poster Session with Authors

Galleria Hall

3:00 p.m. – 4:00 p.m.

Concurrent Sessions

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| D02 Innovative Approaches for Health Promotion: Students Increasing Stroke Awareness and People With Disabilities Achieving Self-efficacy Through Golf | Walton | 58 |
| D03 Chronic Disease and Disability in Times of Disaster | Crystal Ballroom CD | 59 |
| D04 Lost in Translation: How Can Interventions for Type 2 Diabetes Actually Be Turned into Cost Effective Public Health Practice? | Cherokee | 60 |
| D05 Improving Health and Physical Activity Trends Among the Aged and Frail | Monroe | 61 |
| D06 Promoting Public Health in the Media | Carter/Jackson | 62 |
| D07 Establishing a Medical Home Model Through Improved Community Communication and Coordination | Henry | 63 |
| D08 Improving & Expanding National Surveillance Systems: BRFSS and PRAMS in Action | Madison | 64 |
| D09 Preventing Chronic Diseases and Cognitive Decline in Special Populations | State/Club | 65 |
| D10 Recommendations for Improving Preconception Care | Crystal Ballroom AF | 66 |

4:00 p.m. – 4:30 p.m.

Break

4:30 p.m. – 5:30 p.m.

Concurrent Sessions

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| E06 The Mind/Body Connection: Public Health Implications in Addressing Mental Health in Youth | Monroe | 72 |
| E07 Creative Strategies for Meeting Public Health Needs: Florida's Health Promotion and Education Program in Action | Walton | 73 |
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| E09 Using Appropriate Communication Strategies to Reach At-Risk Populations | Madison | 75 |
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| 7:30 a.m. – 8:30 a.m. | Continental Breakfast | Grand Ballroom Foyer |
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| F02 Social Marketing in New Contexts: Moving Beyond Communications Campaigns | Henry | 80 |
| F03 Community-Based Approaches that Work: Addressing Medicaid Waivers and Health Disparities | Walton | 81 |
| F04 Creating Community-Based Participatory Research Strategies to Promote Health | Monroe | 82 |
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| F07 The Changing Landscape of the Media: Using New Technologies and Tools to Improve Communication | Madison | 85 |
| F08 Genetic Testing, Policy and Practice Implications for Public Health | Carter/Jackson | 86 |
| 9:30 a.m. – 10:00 a.m. | Break | |
| 10:00 a.m. – 11:15 a.m. | Welcome and Plenary Presentation | Grand Ballroom East 87 |
| 11:15 a.m. – Noon | Closing Plenary Presentation | Grand Ballroom East 87 |

ACKNOWLEDGMENTS

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The Prevention Research Centers (PRC)

Special recognition and thanks to John Korn for his many years of service to the Centers for Disease Control and Prevention and dedication to the National Conference on Chronic Disease Prevention and Health Promotion and the National Health Promotion Conference

ACKNOWLEDGEMENTS

Sponsor Recognition

We gratefully acknowledge the following conference sponsors who have helped make this event a success. For more information on these groups, please contact the National Association of Chronic Disease Directors who supported these sponsors.

Gold Level Sponsors

Sanofi Aventis Pharmaceuticals

Silver Level Sponsors

American Legacy Foundation

Patron Level Sponsors

Healthcare Georgia Foundation

Northrop Grumman

ORC Macro, Applied Research Division

RTI International

The SPARK Programs

Reception Sponsors

Special thanks and recognition to the following organizations for their sponsorship of the September 13, 2006, reception at the High Museum of Art in support of Everyday Choices For A Healthier Life. The Everyday Choices partnership is a joint initiative with the goal of stimulating improvements in disease prevention and early detection by increasing public awareness about healthy lifestyles and increasing the focus on prevention.

American Cancer Society

American Diabetes Association

American Heart Association

GENERAL INFORMATION

Plenary Highlights

Day 1

Opening Plenary

The Concepts of Health Promotion and Wellness

Ms. Jane Brody will provide a broad perspective of the concepts of health promotion and wellness, in particular what these topics mean for our current population. As a columnist for *The New York Times*, Ms. Brody has her finger on the pulse of today's world, and she will discuss how we can move toward stronger wellness habits and practices.

Plenary Presentation

The Impact of Aging on Our Society

The plenary presentations will continue with Bill Novelli, Chief Executive Office of AARP, discussing the impact of aging on our society as it relates to health promotion and wellness. Mr. Novelli will place a particular emphasis on disabilities facing the aging population. He will expound upon the implications the aging society has for public health and how we are working to address these challenges.

Plenary Presentation

Disabled Doesn't Mean Unable

A prodigious intellectual memory savant, Kim Peek was the inspiration for the 1988 Oscar-winning movie *Rain Man*. His expertise includes at least 15 subject areas, such as world and American history, geography (roads and highways in the United States and Canada), identifying most classical music compositions, and calendar calculations. Kim Peek and his father, Fran, will share with attendees the opportunities and challenges faced by someone living with a disability. The presentation will end with an open question-and-answer period where Kim Peek will showcase his remarkable abilities.

Regional Planning Event

Building Collaborative Relationships Among Chronic Disease Prevention, Birth Defects and Developmental Disabilities Prevention, and Genomics

The Regional Planning Event is intended to identify networking strategies for organizations that work in the areas of chronic disease prevention, birth defects and developmental disabilities prevention, and genomics. Pre-registered participants will work together to develop state action plans that will enable relationship-building among professionals who may not work together on a regular basis despite common interests and responsibilities for health promotion and wellness. In addition, the event will foster stronger collaboration between the Centers for Disease Control and Prevention and the Department of Health and Human Services' regional offices.

Day 2

Plenary Presentation

Health Promotion Is Everyone's Business

Dr. J. Edward Hill, immediate past president of the American Medical Association, will offer his insights into how the medical community can address wellness and health promotion. He will discuss ways that physicians and others can educate individuals on healthy lifestyles. Dr. Hill will share how comprehensive school health education and extensive adult information campaigns can change behaviors for the better.

GENERAL INFORMATION

Town Hall Meeting

The Future of Public Health in Health Promotion: Moving From Disease-Specific Approaches to Holistic Concepts of Health and Wellness – What Does It Mean to Be Well?

The Town Hall meeting offers an opportunity for the partners involved in the *Everyday Choices for a Healthier Life* Partnership to share the latest activities and accomplishments related to this innovative collaboration. Speakers include: Julie Gerberding, M.D., M.P.H., Director of CDC; Janet Collins, Ph.D., Director of the National Center for Chronic Disease Prevention and Health Promotion at the CDC; Lynn B. Nicholas, F.A.C.H.E., Chief Executive Officer of the American Diabetes Association; Rose Marie Robertson, M.D., Chief Science Officer of the American Heart Association; and John R. Seffrin, Ph.D., Chief Executive Officer of the American Cancer Society. The Everyday Choices partnership is a three-year public health campaign to increase awareness of the impact that lifestyle choices have on four serious diseases: cancer, diabetes, heart disease, and stroke. The Town Hall meeting, moderated by health and science reporter Ted Vigodsky, will engage participants in a discussion with the audience about the future of public health in health promotion, how public health can move from a disease-specific approach to holistic concepts of health and wellness, and what it means to “be well.”

Fries Prize Presentation and Networking Luncheon

The 2006 Fries Prize for Improving Health will be presented to William T. Sergeant, Chairman Emeritus of the International PolioPlus Committee. The prize is given annually to a person who is determined by the Fries Prize Jury to have made the greatest contribution to health. Mr. Sergeant will be honored for his inspirational and extraordinary contributions to a healthy world by leading Rotary International’s global efforts to eradicate polio. The luncheon ceremony will include brief presentations from a member of the Fries family, Mr. Bob Keegan of CDC, and Mr. Sergeant about the history of the prize and Mr. Sergeant’s experience working to establish an unprecedented private-public partnership to improve global public health.

Gala Networking Reception

A Night at the High

The gala reception will be held at Atlanta’s recently-renovated High Museum of Art. Sponsored by the *Everyday Choices for a Healthier Life* partnership of the American Cancer Society, the American Diabetes Association, and the American Heart Association, the reception promises to be an entertaining evening of art and networking, with a spotlight on the Everyday Choices partnership. The partnership is a joint initiative with the goal of stimulating improvements in disease prevention and early detection by increasing public awareness about healthy lifestyles and increasing the focus on prevention.

Day 3

Plenary Presentation

Changes in the Future Health Care Landscape

Andrew Zolli, who was recently named the Futurist in Residence for *American Demographics* magazine and an Emerging Explorer for the National Geographic Society, will provide a presentation on the changes in the future health care landscape and discuss what these changes mean for the future of health care. He will give attendees an entertaining and informative tour of what our world will look like as we redefine our notions of health, disease, and well-being. Recognizing the challenges we face in public health, Mr. Zolli will leave the audience with an invigorating sense of purpose and optimism about what can be achieved in the future.

Closing Plenary

Assembling the Body Parts: A Unified Health Approach

Dr. Paul Jarris, Executive Director of the Association of State and Territorial Health Officials (ASTHO), will close the conference with an in-depth look at how states can help shift the paradigm from a disease-specific approach to a broader look at what “health and wellness” truly means. He will help attendees understand how this shift translates to a local and state level and look at the practical challenges states face as the result of these changes. Finally, Dr. Jarris will share how this shift adds to the existing work that states are taking on in chronic disease prevention, maternal and child health, and injury prevention.

GENERAL INFORMATION

Registration and Personnel

Early registration begins on Monday, September 11, from 3:00 p.m. to 7:00 p.m. on the Lobby Level in the Registration Booth and will continue throughout the conference. Refer to your agenda for specific times. Professional and Scientific Associates (PSA), the conference management contractor, has staff available to assist you throughout the conference and will be identified by their name badges. In addition to the PSA staff, other program staff and volunteers will be assisting with room monitoring, on-site registration, and other support tasks and will be identified by badge ribbons.

Tickets for Lunch Functions

If you have signed up for the box lunch on Tuesday, September 12, and/or the Fries Prize Luncheon on Wednesday, September 13, you should receive a lunch ticket for each event when you check in. In order to attend these events, you must submit the appropriate ticket to the monitor at each function. If you registered for the function and did not receive a ticket, please go to the Registration Booth for assistance.

Exhibits and Poster Presentations

Exhibits are being displayed in the Galleria Hall. Exhibits will be available for viewing from noon on Tuesday, September 12, through 3:00 p.m. on Wednesday, September 13. Official hours for fully staffed exhibits are Tuesday, September 12, from noon to 7:00 p.m. and Wednesday, September 13, from 7:30 a.m. to 3:00 p.m.

Poster presentations with the authors will be held on Tuesday and Wednesday from 2:30 p.m. – 3:00 p.m. Posters will be displayed and presented in the Galleria Hall until 3:00 p.m. on September 13.

Speaker Ready Room

Speakers are encouraged to take advantage of the Speaker Ready Room (located in the Assembly Room) to prepare and rehearse their presentations. The area is equipped with a computer, LCD display, overhead projector, and screen to assist in setting up your slides. Speaker Ready Room hours are from 7:30 a.m. – 5:00 p.m. on Tuesday, September 12, and 7:30 a.m. – 5:00 p.m. on Wednesday, September 13. If you will need access to the area after hours, this needs to be arranged in advance. Have the conference registration staff locate Nehanda Lindsey by walkie-talkie to schedule the day and time needed.

Cell Phones and Pagers

If you are carrying your cell phone or pager with you to sessions, please turn it off or set it to silent/vibrate mode before entering.

Name Badges

Please wear your conference name badge at all times during the conference and to all conference activities, including the Gala Reception on Wednesday, September 13. If you lose or misplace your name badge, the staff at the Conference Registration Desk will assist you in securing a new badge. You will need to present some form of photo identification in order to receive a replacement name badge.

Evaluations

Your feedback is very important to the conference organizers because it greatly influences program content for the next year. To ensure your needs and expectations are considered when we are planning the next conference, please complete an evaluation form for each session and the overall conference evaluation form. Session evaluation forms will be handed out by room monitors in each session and collected after the session is completed. The overall conference evaluation form may be found in your conference bag. Be sure to complete and drop it off at the Registration Booth before leaving the conference.

NEW! Online Continuing Education System

For those seeking continuing education (CE) credits for the conference, we are pleased to announce that this process will be done online this year. This means that you may register for CEs, complete your evaluation form, and print out your own certificates from the online CE system.

GENERAL INFORMATION

For more detailed information, please pick up a CE Evaluation booklet at the CE booth in the Galleria Hall, which is located near the Cyber Café. A staff person will be at the booth to respond to your questions; the schedule is in your conference bag and also is posted at the CE booth. There are also several computers in the Cyber Café that will be reserved for those completing the CE process.

Resource Tables

Most materials for the conference have been included in this Program Book. Speakers have been encouraged to provide copies of their visuals as hand-outs to distribute during their session. There will be resource tables in the Galleria Hall for extra presentation handouts and materials. After the conference is completed, resource materials will be posted to our conference Website, www.cdc.gov/cochp/conference.

Places of Interest

The African American Panoramic Experience (APEX) Museum

This museum interprets and presents history from an African American perspective through exhibits such as Atlanta's first black-owned drug store and a Trolley Theater.

135 Auburn Avenue, (404) 523-APEX (2739), www.apexmuseum.org

Centennial Olympic Park

This 21-acre green space was established in downtown Atlanta as the world's gathering place during the 1996 Centennial Olympic Games. Today it features the popular Fountain of Rings and various events.

Andrew Young International Boulevard at Centennial Olympic Park Drive, 404-222-PARK, www.centennialpark.com

CNN Studio Tours

This interactive tour of the CNN studio offers a dramatic look at the history of the CNN News Group networks, their coverage of the events that shape the world, and the state-of-the-art studios responsible for bringing the news to more than 1 billion people around the globe.

One CNN Center, (404) 827-2300, www.cnn.com/studiotour

Georgia Aquarium

Georgia Aquarium opened in November 2005 and is the world's largest aquarium. With 8 million gallons of fresh and marine water and more than 100,000 animals representing 500 species from around the globe, there is sure to be something for everyone. The Georgia Aquarium sits on 9 1/2 acres of land adjacent to Centennial Olympic Park in downtown Atlanta.

225 Baker Street, (404) 581-4000, www.georgiaaquarium.org

Hammonds House Galleries and Resource Center of African American Art

The Hammonds House is Georgia's only independent fine-art museum dedicated to presenting art by people of African descent, including works by Romare Bearden, Haitian artists, and other well-known artists such as Hale Woodruff and Radcliffe Bailey.

503 Peeples Street, (404) 752-8730, www.hammondshouse.org

High Museum of Art

The High Museum of Art opened expanded facilities to the public in November 2005, creating a vibrant "village of the arts" at the Woodruff Arts Center in midtown Atlanta. Three new buildings, designed by Italian architect Renzo Piano, more than doubled the museum's size to 312,000 square feet.

1280 Peachtree Street, 404-733-HIGH, www.high.org

GENERAL INFORMATION

Jimmy Carter Library and Museum

The former President's Library and Museum includes photographs and historic memorabilia from the Carter presidency (1976-1981) as well as an exact replica of the Oval Office.

441 Freedom Parkway, (404) 865-7100, www.jimmycarterlibrary.org

Martin Luther King Jr. National Historic Site

Created in 1980 to honor the life of the famous civil rights leader, this Sweet Auburn attraction includes a visitors center with exhibits on King and the Civil Rights movement, his birth home at 501 Auburn Avenue and tomb at The King Center, and historic Ebenezer Baptist Church where King and his father preached.

Auburn Avenue, between Jackson Street and Boulevard, (404) 331-5190, www.thekingcenter.org

Sweet Auburn District

Sweet Auburn was the center of black enterprise in Atlanta from 1890s to 1940s, the birthplace of Martin Luther King Jr., and home to the Sweet Auburn Curb Market.

Underground Atlanta

Atlanta sprouted up around the railroad and first rose from the Civil War ashes at this spot in the heart of the city. Today, Underground offers stores, eateries, and annual events such as Halloween Ghost Tours and the New Year's Eve Peach Drop. Peachtree at Alabama Street, (404) 523-2311, www.underground-atlanta.com

World of Coca-Cola

A three-story attraction devoted to the world's No. 1 soft drink created in Atlanta more than 110 years ago, with memorabilia, videos, a 1930s soda fountain, retail store, and more.

55 Martin Luther King Jr. Drive, (404) 676-5151, www.woccatlanta.com

William Breman Jewish Heritage Museum

The Breman Museum is a Jewish heritage museum that explores the many facets of Jewish culture through special exhibitions, permanent exhibitions on the Holocaust and the history of Jews in Atlanta, and archives that collect the material artifacts and historical records of Jewish life in Georgia.

1440 Spring Street, (678) 222-3700, www.thebreman.org

Zoo Atlanta

You won't want to miss the more than 1,000 animals in natural habitats, including two Giant Pandas, the offspring of the famous gorilla Willie B., the painting African elephant Starlet O'Hara and Sumatran tigers.

800 Cherokee Avenue, (404) 624-5678, www.zooatlanta.org

Many of these attractions are accessible by taxi or MARTA. Please visit the Websites for more specific directions and locations.

Healthy Activities

During the conference, participants will have a variety of opportunities to stay active. In addition to the activities listed below, there's plenty to see and do while you're in Atlanta, so be sure to branch out on your own to explore our city.

Fitness Center

The hotel's fitness center is one of the most extensive offered in downtown hotels. Enjoy a variety of activities, including basketball, stair steppers, stationary bikes, free weights and benches, sauna, tennis court, walking/jogging track, pool, HOIST weight machines, and treadmills.

GENERAL INFORMATION

CDC Anniversary Celebration Walk

Join your fellow conference attendees for the CDC 60th Anniversary Walk, Tuesday, September 12 at 12:15 p.m. Participants will enjoy a brief, 30-minute walk to Centennial Olympic Park while passing renowned local eateries along International Blvd. Participants should meet in the main lobby in front of the concierge desk. Box lunches will be available both for pre-registered participants before and after the walk in the Galleria Hall. Be sure to wear comfortable shoes and clothing.

Private Treadmill

The Hilton Atlanta provides a private running path – just for you. You can work out on your own schedule and in the privacy of your own room. Ask to have a treadmill delivered directly to your room.

SPARK Stretch Breaks

Power through that afternoon slump with SPARK activities. Movin' and groovin' will be offered by SPARK at 4 p.m. on Tuesday and 2:30 p.m. on Wednesday in the Galleria Hall. Get on your feet and find the beat with SPARK!

PROGRAM EVENTS

Tuesday, September 12, 2006

| | | |
|--------------------------------|---|---------------------------|
| 7:30 a.m. – 5:30 p.m. | Registration | Lobby Registration |
| 7:30 a.m. – 8:30 a.m. | Continental Breakfast | Grand Salon West |
| 8:30 a.m. – 9:00 a.m. | Welcome | Grand Ballroom |
| 9:00 a.m. – 9:45 a.m. | Opening Plenary Presentation | Grand Ballroom |
| 9:45 a.m. – 10:15 a.m. | Refreshment Break | Grand Salon West |
| 10:15 a.m. – 11:00 a.m. | Plenary Presentation | Grand Ballroom |
| 11:00 a.m. – 11:45 a.m. | Plenary Presentation | Grand Ballroom |
| Noon – 1:30 p.m. | Welcome and Opening of Exhibit Hall <i>Box lunches will be provided</i> <i>Tickets are Required</i> | Galleria Hall |
| 12:15 p.m. – 12:45 p.m. | CDC Anniversary Celebration Walk | Main Lobby |
| 1:30 p.m. – 2:30 p.m. | Concurrent Sessions | |
| 2:30 p.m. – 3:00 p.m. | Exhibit and Refreshment Break Poster Session with Authors | Galleria Hall |
| 3:00 p.m. – 4:00 p.m. | Concurrent Sessions | |
| 4:00 p.m. – 4:30 p.m. | Exhibit Break | Galleria Hall |
| 4:30 p.m. – 6:00 p.m. | Regional Planning Event | Grand Ballroom |
| 5:30 p.m. – 7:00 p.m. | Informal Reception | Galleria Hall |

TUESDAY, SEPTEMBER 12, 2006

Welcome and Opening Remarks

8:30 a.m. – 9:00 a.m.

Grand Ballroom

WELCOME

Presenter: Ed Thompson, M.D., M.P.H.,
Special Advisor on Health Promotion and Wellness to the CDC Director
CDC

Plenary Presentation

9:00 a.m. – 9:45 a.m.

OPENING PLENARY:

The Concepts of Health Promotion and Wellness

Presenter: Jane Brody, M.S.
The New York Times

Ms. Jane Brody will provide a broad perspective of the concepts of health promotion and wellness, in particular what these topics mean for our current population. As a columnist for *The New York Times*, Ms. Brody has her finger on the pulse of today's world, and she will discuss how we can move toward stronger wellness habits and practices.

TUESDAY, SEPTEMBER 12, 2006**Plenary Presentations****10:15 a.m. – 11:00 a.m.****Grand Ballroom****PLENARY PRESENTATION:***The Impact of Aging on Our Society***Presenter:** William D. Novelli, M.A.
AARP

The plenary presentations will continue with Bill Novelli, Chief Executive Officer of AARP, discussing the impact of aging on our society as it relates to health promotion and wellness. Mr. Novelli will place a particular emphasis on disabilities facing the aging population. He will expound upon the implications the aging society has for public health and how we are working to address these challenges.

11:00 a.m. – 11:45 a.m.**Grand Ballroom****PLENARY PRESENTATION:***Disabled Doesn't Mean Unable***Presenter:** Kim Peek
Presenter: Fran Peek

A prodigious intellectual memory savant, Kim Peek was the inspiration for the 1988 Oscar-winning movie *Rain Man*. His expertise includes at least 15 subject areas, such as world and American history, geography (roads and highways in the United States and Canada), identifying most classical music compositions, and calendar calculations. Kim Peek and his father, Fran, will share with attendees the opportunities and challenges faced by someone living with a disability. The presentation will end with an open question-and-answer period where Kim Peek will showcase his remarkable abilities.

TUESDAY, SEPTEMBER 12, 2006

Welcome and Opening of Exhibit Hall

Noon – 1:30 p.m.

Galleria Hall

Presenter: Cynthia Boddie-Willis, M.D., M.P.H.,
President, National Association of Chronic Disease Directors

Box lunches will be provided
Tickets are required

TUESDAY, SEPTEMBER 12, 2006

A01

Preconception Health: Smart Start for Mothers and Babies**1:30 p.m. – 2:30 p.m.****Cherokee****Moderator:** Janis Biermann, M.S.
March of Dimes**Presenter:** Michael Lu, M.D.,M.P.H.
UCLA School of Public Health

This session will discuss the importance of women's health before pregnancy to children's health over the life course by reviewing evidence for developmental programming and the body's ability to recover from systematic "wear and tear" on the body. The presenter also will provide some practical advice on preconception health promotion in five key areas: nutritional preparedness, stress and resilience, infections and inflammation, healthy environment, and partner and social support.

TUESDAY, SEPTEMBER 12, 2006**A02****Lay Health Education: A Successful Model in African American Salons and Barbershops****1:30 p.m. – 2:30 p.m.****Walton****Moderator:** Robyn Hughes-Palmes
CDC**Presenter:** Linda Smith-Wheelock
National Kidney Foundation of Michigan

The presentation will discuss the need for lay health education programs specific to the data on diabetes, hypertension, and chronic kidney disease in the African American community. A review of the National Kidney Foundation of Michigan's (NKFM) experience with regard to program development, implementation, evaluation, and sustainability will be given, as well as a discussion of the strategies used. The two programs to be discussed are: Healthy Hair Starts With a Healthy Body (in salons) and Dodge the Punch (in barbershops). The Healthy Hair program was developed in 1999. The program has trained more than 700 stylists who have reached 16,000 African American salon clients in Michigan. Pre- and post-survey instruments from 14,350 clients reveal that 56% improved their health behaviors and/or discussed their risks with a physician. Due to the success of the Healthy Hair program, the NKFM developed and implemented Dodge the Punch in 2005 to reach African American men. Preliminary barbershop data will be shared. Finally, the small business owner's perspective also will be presented.

TUESDAY, SEPTEMBER 12, 2006

A03

Applying and Integrating Public Health Genomics into Public Health Practice

1:30 p.m. – 2:30 p.m.

Roosevelt

Moderator: Karen Garbarino, M.P.A.
Vermont Department of Health

Presenter: Scott Bowen, M.P.H.
CDC
CDC Cooperative Agreements for States and Centers

Presenter: Karen L Edwards, Ph.D.
University of Washington
Translating Science and Evaluating Results—Role of University-based Centers in Genomics and Health Promotion

Presenter: Debra Duquette, M.S.
Michigan Department of Community Health
Innovative Approaches to Public Health Practice—States Activities

The sequencing of the Human Genome and the recent efforts pointing to tremendous genetic variability present in several major racial groups have the potential to contribute to the understanding of how genes and their distributions affect health and disease in populations. The translation of this knowledge into public health practice, however, still faces major hurdles. This talk will describe the Human Genome Project, examples of how genomic information has been applied in public health practice, and the challenges and barriers to translating genomic information into practical applications. There also will be a discussion of the ethical, legal, and social implications that are associated with genomics as they apply to public health practice. The session also will showcase real life examples of genomics and chronic disease prevention in action in four states involved in cooperative agreements with CDC. The purpose of these cooperative agreements is to assist states in expanding their genomics leadership capacity and to integrate genomic tools and knowledge into chronic disease programs for improved health outcomes. Innovative genomics and chronic disease programs to be highlighted include: comprehensive cancer control and genomics; cardiovascular disease and genomics initiatives; and diabetes and community-based projects.

TUESDAY, SEPTEMBER 12, 2006

A04

Overcoming Health Disparities: Innovative Approaches for Hispanics/Latinas

1:30 p.m. – 2:30 p.m.

Monroe

Moderator: Nancy Williams, M.S.P.H.
CDC

Presenter: Armando Valdez, Ph.D.
PRISM Health
*A Cervical Cancer Screening Promotion Intervention for
Low-income, Low literacy Latinas to Overcome Health Disparities*

Presenter: Judith L Major, B.A., M.P.H. (M.C.H.),
Fullerton Genetics Center at Mission Hospitals
*Evaluation of Long-term Vitamin Use among Participants
in a Western North Carolina Multivitamin Distribution Program*

This session highlights two innovative approaches that may help overcome health disparities in some populations, particularly Hispanics and Latinas. In the first case, researchers evaluated the efficacy of a cervical cancer screening promotion intervention aimed at low-income, low-literacy Latinas. The intervention is designed to overcome cultural, linguistic, literacy, and attention barriers for this audience by employing interactive, multimedia touch screen kiosks to deliver cancer education messages about risk, screening, and prevention; to prevent misconceptions about cervical cancer; and to model recommended screening and risk reduction behaviors. This research offers an empirically based intervention to the field of chronic disease prevention that can be used for cervical cancer screening promotion efforts. Participants also will hear of an evaluation of long-term vitamin use among participants in a multivitamin distribution program. Since May 2001, free vitamins have been offered to all non-pregnant females of childbearing age who receive services through their local public health department because preconceptional use of folic acid has been shown to reduce rates of neural tube defects (NTDs). The presenter will describe the key findings of the vitamin survey and what they found to be essential components of a successful vitamin distribution program.

TUESDAY, SEPTEMBER 12, 2006

A05

Salsa Sabor Y Salud: Promoting Healthy Habits for Latino Families*1:30 p.m. – 2:30 p.m.***Henry****Moderator:** David Dennison, M.S.
CDC**Presenter:** Josephine Garza, M.A.
National Latino Children's Institute

This session will illustrate how culture, tradition, and scientific information work together to reduce health disparities among Latinos. The Salsa Sabor y Salud (SSS) program promotes healthy lifestyle habits by using traditions and values of the Latino community as the foundation to convey scientific information. It recognizes that Latino families function as a unit and includes activities for all ages. The program reinforces tradition as a vehicle to explore lifestyles and the choices families make. SSS is implemented by the National Latino Children's Institute's (NLCI) trained facilitators in diverse agencies such as Head Start, Boys and Girls Clubs, YMCAs, and after school programs that are strategic partners already serving Latino constituencies. Program flexibility allows every site to adapt the implementation model to suit the community that it serves. Participants will hear how public and private sector partners can foster dissemination of critical health information in diverse communities.

TUESDAY, SEPTEMBER 12, 2006**A06****Assessing Community Capacity for Implementing a National Obesity Prevention Intervention****1:30 p.m. – 2:30 p.m.****Crystal Ballroom AF****Moderator:** Sara Critchley, R.N., M.S.
CDC**Presenter:** Moya L. Alfonso, M.S.P.H.
Florida Prevention Research Center
*Developing Sustainable Community-based
Obesity Prevention Marketing Programs:
Capacity Assessment at the Local Level*

Showcasing a community-based Obesity Prevention Marketing Program from Sarasota County, Florida, this session will demonstrate how communities can translate national programs to the local level. Presenters will describe how their community coalition adapted aspects of the CDC nationally based VERB social marketing campaign to their community (specifically, the VERB Summer Scorecard – VSS). A capacity assessment exercise was carried out to determine the necessary community-, knowledge-, skill-, resource-, and power-related factors for implementing and sustaining the VSS program. Presenters will describe the theory-based framework and methods used for assessing capacity at the local level. The session also will describe how capacity tables were used, and can be used elsewhere, to organize the results of a capacity assessment and to gauge the match between existing local capacity and program capacity requirements.

TUESDAY, SEPTEMBER 12, 2006

A07

Evaluating Risky Behaviors in Youth to Prevent Negative Health Outcomes**1:30 p.m. – 2:30 p.m.****State/Club****Moderator:** Donatus U. Ekwueme, Ph.D.
CDC**Presenter:** Jo Anne Grunbaum, Ed.D.
CDC*Healthy Passages: A Longitudinal Study to Improve
Policies and Programs to Promote Adolescent Health***Presenter:** Linda J. Penaloza, Ph.D.
University of New Mexico Prevention Research Center
*The Impact of Protective and Resiliency Factors on Risk Avoidance
Behaviors Among Hispanic Students***Presenter:** Michael Windle, Ph.D.
Rollins School of Public Health
*Healthy Passages: A Longitudinal Study to Improve
Policies and Programs to Promote Adolescent Health*

This panel presentation is focused on efforts to promote health among the young. In public schools in three communities, a two-stage probability sampling procedure called Healthy Passages was employed to improve policies and programs to promote adolescent health. Through the use of sampling, recruitment, and enrollment methodologies, Healthy Passages provides important data for schools and communities to improve policies and programs and valuable insights for national policy-making. This session will highlight evaluation methodology, the results and how the findings are disseminated throughout the community, and with what implications. The second study used data from the 2003 and 2005 New Mexico Youth Risk and Resiliency Surveys (NM-YRRS) to identify risk behaviors and the role of resiliency factors in youth. The presenter will explain how other health professionals can apply risk and resiliency theories to the analysis of statewide school surveillance data. The results provide insight into why some youth exposed to risks are better able to overcome them and avoid negative health outcomes of chronic disease or death. The results also point to risk behaviors of Hispanic adolescents that put them at greater risk for chronic diseases or academic difficulty. The study discusses ways school surveillance can be used to help support schools' efforts to increase academic success, decrease health risks, and decrease health-risk behaviors that create barriers to student learning and may contribute to the achievement gap.

TUESDAY, SEPTEMBER 12, 2006**A08****Building Momentum: Effective Partnerships to Address Heart Disease****1:30 p.m. – 2:30 p.m.****Madison****Moderator:** Darwin Labarthe, M.D., M.P.H., Ph.D.
CDC, NCCDPHP**Presenter:** Julie A. Harvill, M.P.A., M.P.H.,
Illinois Department of Public Health**Presenter:** Ellen Magnis,
American Stroke Association

The National Forum for Heart Disease and Stroke Prevention offers a model for partnership development that can be replicated by others who seek broad participation in taking action to implement a public health strategic plan. Some 80 members strong, the National Forum represents public health, health care providers and payers, academia, faith and community organizations, and government at federal, state, and local levels in a partnership. This partnership has evolved over four years since fall 2002 into a model with a formal leadership and governance structure, continuous implementation of priority actions, and a recurring annual meeting. Examples of early development of a working partnership on a national scale will be shared, including how the partnership was first convened as an ad hoc interest group, how members have undertaken priority-setting among the many action steps presented in *A Public Health Action Plan to Prevent Heart Disease and Stroke*, and how organizations' interests are being aligned with these priority tasks. This session will include an open and frank discussion of how early leaders have perceived the process of establishing this partnership, the challenges faced and successes of the partnership, how others have been brought to have a seat at the table, and how organizational arrangements have been adopted on the foundation of action groups mobilized early in its development. The fourth meeting of the National Forum, in April 2006, celebrated "Building Momentum" as its theme. The aptness of this theme will be clear from the experience of the presenters, who have contributed much to the creation and evolution of this partnership.

TUESDAY, SEPTEMBER 12, 2006

A09

Engaging Nontraditional Partners in Prevention Research**1:30 p.m. – 2:30 p.m.****Crystal Ballroom CD****Moderator:** Marie R. Carter, M.P.H.
CDC**Presenter:** Delores M. Pluto, Ph.D.
University of South Carolina**Presenter:** Jeffrey R. Harris, M.D., M.P.H., M.B.A.
University of Washington School of Public Health and
Community Medicine**Presenter:** Nedra M. Ross, B.S., C.H.E.S.,
Johns Hopkins Bloomberg School of Public Health,
Center for Adolescent Health,
The Prevention Research Centers (PRC)

The Prevention Research Centers (PRC) Program is a network of 33 academic centers that work with public health agencies and primarily underserved communities to conduct prevention research and promote practices proven to promote health. While traditional partners, such as health departments, are involved in the research, the PRCs strive to engage a wide range of nontraditional partners as well. In this session, representatives of three PRCs will describe the benefits as well as challenges of creating and maintaining nontraditional partnerships. Examples include youth advisory committees (YACs), worksites, and local advocacy organizations. At several centers, YAC members help develop research questions, design study instruments and materials for youth, implement research, and establish recruitment strategies. At work sites, some centers improve the adoption of evidence-based health practices by helping employers develop, implement, and evaluate health promotion programs for their employees. In working with local agencies, such as parks and recreation departments and police departments, some PRCs help communities achieve policy change. The PRC speakers will describe benefits of nontraditional partnerships, including buy-in and support for research, good community relations, increased leadership skills and understanding of research among youth and other community members, and increased awareness of community health problems. The examples discussed show how integral nontraditional partnerships are to all aspects of prevention research – from inception through dissemination of an effective program.

TUESDAY, SEPTEMBER 12, 2006**A10****Healthy Aging: Public Health Challenges and Opportunities****1:30 p.m. – 2:30 p.m.****Carter/Jackson****Moderator:** Andree Carriere Harris
CDC**Presenter:** William F. Benson
Health Benefits ABCs**Presenter:** Lynda A. Anderson, Ph.D.
CDC, NCCDPHP
*Health Promotion Opportunities for Older Adults: Selected Strategies***Presenter:** Pamela Piering, B.A.
Seattle Human Services Department

The unprecedented aging of our nation's population brings tremendous implications for public health, aging services, and the health care system. A panel comprised of a senior CDC scientist and researcher, the Acting Assistant Secretary for Aging, and a dynamic aging services professional will provide examples of proven strategies designed to promote health and preserve independence among older adults. This session also will highlight unique and largely untapped opportunities and avenues to network at the national, state, and local levels. The panel will conclude by showcasing innovative, local-level strategies being used in the Seattle/King County area such as the Seniors' Farmer's Market program and the Healthy Aging Partnership that have been successfully implemented through close collaboration with local public health department counterparts.

TUESDAY, SEPTEMBER 12, 2006**B01****Characteristics of Successful Nontraditional Public Health Partnerships****3:00 p.m. – 4:00 p.m.****Cherokee****Moderator:** Robyn Hughes-Palmes
CDC**Presenter:** Terry W. Davis, M.A., Ed.S., Ed.D.
CDC, Orise Fellow

Across the country, a multitude of stakeholders investigate the causes of sudden, unexplained infant deaths (SUID). In March 2006, CDC released the Sudden, Unexplained Infant Death Investigation (SUIDI) Reporting Form that was developed by a team of national, nontraditional partners. These partners comprised the national steering committee and included medical examiners, coroners, pediatricians, death investigators, health scientists, social scientists, law enforcement officers, and others. As this session will describe, each of the identified partners participates in the investigation of sudden infant death, although they often have differing responsibilities and agendas. As a result, collaboration and consensus-driven development are paramount to program success and longevity. Participants will learn that, along with the SUIDI Reporting Form, efforts are underway to systematically train and disseminate training and support materials through nontraditional partnerships and their existing networks. This collaboration will help ensure field-based application and sustainable sources of data to improve the consistency of investigating, reporting, and certifying of SUID in the United States.

TUESDAY, SEPTEMBER 12, 2006

B02

Partnerships to Promote Workforce Diversity and Cultural Competency

3:00 p.m. – 4:00 p.m.

Walton

Moderator: Curt Shannon
CDC

Presenter: Eric Weiskopf, M.Ed.
New York State Department of Health
Partnering With Managed Care to Bring Cultural Competency Training to Medical Professionals

Presenter: Mariela E. Alarcon-Yohe, M.P.H.
Directors of Health Promotion and Education
A Bright Future for Public Health Education and Health Promotion

Traditional and nontraditional partnerships can create new avenues for positive change as presented in this session. To begin, participants will learn about the partnership between the New York State Department of Health Bureau of Chronic Disease Services (BCDS) and Excellus Blue Cross/Blue Shield (Excellus) managed care to pilot a half-day cultural competency training titled “Serving Your Diverse Patient Population: Tools for Your Practice.” This partnership between public health and managed care was successful because each partner brought complementary resources to the project. Participants will learn about all the benefits of developing these types of partnerships with managed care and how to develop templates for similar partnerships to better reach target populations. Then, as the next presenter will illustrate, the Directors of Health Education and Health Promotion, minority serving institutions and the public health community worked in partnership to form the Internship Program for Students of Minority Serving Institutions to respond to the need of improving the availability of health educators of color and strengthening the development of these individuals. Together, they recruited, trained, and retained students in the field of health education and health promotion. This presentation will focus on the impact partnering with minority-serving academic institutions and the public health community has had on students who have gone through the program and will showcase strategies to locate intern experiences at other placement sites.

TUESDAY, SEPTEMBER 12, 2006

B03

Using Worksites and Lifestyle Interventions to Identify Promising Health Promotion Practices

3:00 p.m. – 4:00 p.m.

Roosevelt

Moderator: Elizabeth Parra-Dang, M.P.H.
CDC

Presenter: Heather H. Zaveri, M.P.P.
Mathematica Policy Research, Inc.
Implementing Lifestyle Interventions in Selected WISEWOMAN Programs: Adaptable Strategies for Public Health Programs

Presenter: Jim Hersey
RTI International
Promising Practices of Wellness Programs at Small and Medium Worksites: Lessons From the SWAT Study

Presenter: Pam Williams-Piehot, Ph.D.
RTI International
Promising Practices of Wellness Programs at Small and Medium Worksites: Lessons From the SWAT Study

This session provides a wonderful opportunity to learn about some best practices for wellness and health promotion programs. Using the Swift Worksite Assessment and Translation (SWAT) process, which will be explained, nine worksites were evaluated to identify promising practices associated with attaining and maintaining healthy weight. The evaluation found that several promising practices were associated with improved health, including, but not limited to, periodic screening and feedback on employee health status; motivational interviewing; and linking an employee's performance rating to achievement of his/her self-selected health goals. Researchers concluded that companies of varying sizes can implement health promotion strategies that include behavioral, environmental, and policy components. Participants also will hear about a practice-based evaluation of lifestyle interventions taking place in selected WISEWOMAN programs. The analysis identified 87 best practices that were being used in these programs and can be used to assist practitioners who deliver lifestyle interventions in a range of public health programs.

TUESDAY, SEPTEMBER 12, 2006**B04****Translating Research into Practice: Reaching Hispanic Women about the Importance of Folic Acid****3:00 p.m. – 4:00 p.m.****Crystal Ballroom CD****Moderator:** Russell S. Kirby, Ph.D., M.S., F.A.C.E.
University of Alabama at Birmingham**Presenter:** Alina Flores, M.P.H., C.H.E.S.
CDC

Since the mandatory fortification of cereals and grains with folic acid in 1998, the rates of neural tube defects (NTDs) in the United States have decreased. However, Hispanic women remain the group with the highest rates of NTD-affected pregnancies. Previous research has found that Hispanic women have lower levels of folic acid awareness, knowledge, and consumption than women of other racial/ethnic groups. For the past five years, researchers at CDC's National Center on Birth Defects and Developmental Disabilities have conducted campaigns aimed at increasing folic acid awareness, knowledge, and consumption in this community. Findings from these efforts have yielded very positive results. However, researchers were concerned that the media messages used for these campaigns might be outdated or no longer appropriate for the intended audience. To this end, researchers decided to focus efforts on conducting new formative research with Spanish-speaking Hispanic women. To have the strongest impact, the audience was segmented by acculturation status and multivitamin use. This presentation will focus on the formative research process used with this audience, and any findings from this research to date.

TUESDAY, SEPTEMBER 12, 2006

B05

Social-Ecological Approaches to Health Promotion

3:00 p.m. – 4:00 p.m.

Henry

Moderator: Shannon Griffin-Blake, Ph.D.
CDC

Presenter: Katie Clarke Adamson
YMCA of the USA
Activate America: YMCA's Approach to Socio-Ecological Change

Presenter: Maureen Rinaldo
Tampa Metropolitan Area YMCA
Pioneering Healthier Communities

Presenter: Christopher Kochtitzky, M.S.P.
CDC
*Promoting and Protecting Everyone's Health:
Creating a Universally Designed Community*

Whether planning for transportation and land use, or developing housing policy, the power to produce environments that promote or degrade health is ever present. Choices made affect everyone, but none more significantly than older members of the community and those people with disabilities. This presentation outlines the origins of the public health/planning connection and the development of the legal and design mechanisms that benefit older people and people with disabilities. In addition, the presentation will review a number of accessible and universal design strategies for local and state-level implementation and the benefits of using these to address multi-level community system changes. The YMCA/Activate America (AA) Initiative and Universal Liveability/Design are two such social-ecological strategies that will be discussed.

TUESDAY, SEPTEMBER 12, 2006**B06****Prioritizing in the Face of Budget Fluctuations****3:00 p.m. – 4:00 p.m.****Carter/Jackson**

Presenter: Kathleen Nolan, M.P.H.,
National Governor's Association

Presenter: David P. Hoffman, M.Ed.,
New York State Department of Health, Bureau of Chronic Disease Services

Presenter: Donna Nichols, M.S.Ed., C.H.E.S.
Texas Department of State Health Services

From year to year, funding for any given program can fluctuate based on budget priorities. This session will describe state priorities in health spending and will examine their responses to reductions and plans for addressing further federal cuts. This session also will attempt to focus on policy alternatives available and on innovative strategies employed by states.

TUESDAY, SEPTEMBER 12, 2006

B07

Evidence-based Strategies for Improving the Health of Older Adults**3:00 p.m. – 4:00 p.m.****Monroe****Moderator:** Albert H. Guay, D.M.D.

Presenter: Carol Zerinal
 Alamo Area Council of Governments
Evidence-based Programming for Health and Fitness

Presenter: Tom Oosterbaan
 RSW Senior Neighbors, Inc.
Implementation of an Evidence-Based Chronic Disease Self-Management Program at the Local Level

Presenter: Bonnie Hafner
 Area Agency on Aging of Western Michigan
Implementation of an Evidence-Based Chronic Disease Self-Management Program at the Local Level

This session showcases evidence-based strategies for improving the health of older adults. One presenter will introduce participants to an evidence-based program focused on senior physical activity and nutrition interventions taking place in senior centers and nutrition sites in Texas and California. Information shared will include the hands-on experiences of program personnel, suggestions on how to develop new strategic partnerships through such programming, as well as specific details of the outcomes, learning, and resources to implement programs in other settings. To help replicate these programs, the presenter will describe toolkits that are being developed to detail how to implement the program elsewhere. The other presenter will describe efforts in one West Michigan County to implement an evidence-based self-management program for older adults. The Stanford Chronic Disease Self-Management Program (CDSMP) is designed to promote improvement in participants' health status, health behaviors, self-efficacy, and appropriate health care utilization. The presenter will illustrate how the RE-AIM framework can be used to identify essential steps to implement the Stanford CDSMP at the local level as well as identify key strategies to assure sustainability of the Stanford CDSMP by using local community agencies.

TUESDAY, SEPTEMBER 12, 2006

B08

Effective Approaches to Ensuring Preventive Health Care and Developmental Screening for Children

3:00 p.m. – 4:00 p.m.

State/Club

Moderator/Presenter: Carla Poindexter White, M.P.H.
CDC, NCCDPHP

*Promoting Child Development, Reducing Chronic Conditions:
Family-centered Pediatric Care for a High Risk Population*

Presenter: Warren Johnson

Swope Health Services

*Promoting Child Development, Reducing Chronic Conditions: Family-centered
Pediatric Care for a High Risk Population*

Presenter: Desmond P. Kelly, M.D.

Division of Developmental-Behavioral Pediatrics

*Building an Effective Community-Wide System of Developmental Education,
Surveillance, Screening, and Diagnosis*

Innovative approaches have been used to promote preventive health care and developmental screening for children. One such approach is PRIDE (Promoting Resources in Developmental Education), a three-year pilot program funded by the Duke Endowment that serves children and families in Greenville County, South Carolina, through a collaborative partnership arrangement. Through the PRIDE program, parents can sign up to receive informational cards during their child's first three years that describe key developmental attainments, activities to promote development, and warnings for potential problems. Primary care physicians receive information and tools as well as regular training and support from the PRIDE program team to improve their system of developmental screening. A second presenter will explain another approach, which is an effort to promote child development and reduce chronic conditions through the use of the "Healthy Steps (HS) for Young Children" program at the Swope Health Services' pediatric clinic, a family-centered pediatric care clinic serving high-risk populations in Kansas City, Missouri. The speaker will share details of the approach and explain how the program demonstrates the ability to meet health promotion goals in this community; provide culturally appropriate, family-centered pediatric care; and improve on baseline measures. Challenges include ensuring effective community outreach and program sustainability.

TUESDAY, SEPTEMBER 12, 2006**B09****The Role of Family History in Chronic Disease Prevention****3:00 p.m. – 4:00 p.m.****Madison****Moderator:** Paula W. Yoon, Sc.D., M.P.H.
CDC**Presenter:** Robin Bennett, M.S., C.G.C.
University of Washington Medical Genetics Clinics**Presenter:** Steven C. Hunt, Ph.D.
University of Utah School of Medicine

Presenters from the University of Washington Medical Genetics Clinics and the University of Utah School of Medicine will provide an overview of the role and importance of family history in primary prevention, particularly in relation to the common chronic diseases. The session also will provide a status report on different tools currently available for risk assessment and a historical perspective based on the original Utah family health study conducted in schools. An overview of national family history initiatives also will be shared.

TUESDAY, SEPTEMBER 12, 2006**B10****Improving Adolescent Health Through Coordinated School and Community Health Programs****3:00 p.m. – 4:00 p.m.****Crystal Ballroom AF****Moderator/Presenter:** Carolyn Fisher, Ed.D., C.H.E.S.
CDC**Presenter:** Howell Wechsler, Ed.D., M.P.H.
CDC, NCCDPHP**Presenter:** Kathleen Ethier, Ph.D.
CDC

Cross-cutting, coordinated school- and community-based health programs are essential for improving adolescent health and learning. During this session, data from the recently released 2005 National Youth Risk Behavior Survey will be presented with a focus on racial and ethnic disparities. Updates will be provided on CDC's adolescent health goal activities, the federal adolescent health initiative, and cross-cutting community-based approaches that have improved adolescent health. Highlights of activities in states and school districts as a result of the new federal wellness policy requirements will be presented with a focus on how the coordinated school health program approach is being employed as a strategy for success.

TUESDAY, SEPTEMBER 12, 2006**REGIONAL PLANNING EVENT****4:30 p.m. – 6:00 p.m.****Grand Ballroom East****Building Collaborative Relationships Among Chronic Disease Prevention, Birth Defects and Developmental Disabilities Prevention, and Genomics**

The Regional Planning Event is intended to identify networking strategies for organizations that work in the areas of chronic disease prevention, birth defects and developmental disabilities prevention, and genomics. Pre-registered participants will work together to develop state action plans that will enable relationship-building among professionals who may not work together on a regular basis despite common interests and responsibilities for health promotion and wellness. In addition, the event will foster stronger collaboration between the Centers for Disease Control and Prevention and the Department of Health and Human Services' regional offices.

WEDNESDAY, SEPTEMBER 13, 2006

Program Events

| | | |
|--------------------------------|--|---------------------------|
| 7:30 a.m. – 5:30 p.m. | Registration | Lobby Registration |
| 7:30 a.m. – 8:30 a.m. | Continental Breakfast | Galleria Hall |
| 8:30 a.m. – 9:00 a.m. | Welcome | Grand Ballroom |
| 9:00 a.m. – 9:45 a.m. | Plenary Presentation | Grand Ballroom |
| 9:45 a.m. – 10:15 a.m. | Exhibit Break and Refreshments | Galleria Hall |
| 10:15 a.m. – 11:30 a.m. | Town Hall Meeting | Grand Salon West |
| 11:30 a.m. – 1:30 p.m. | Networking Luncheon and Fries Prize Presentation <i>Tickets are required</i> | Grand Ballroom |
| 1:30 p.m. – 2:30 p.m. | Concurrent Sessions | |
| 2:30 p.m. – 3:00 p.m. | Exhibit and Refreshment Break Poster Session with Authors | Galleria Hall |
| 3:00 p.m. – 4:00 p.m. | Concurrent Sessions | |
| 4:00 p.m. – 4:30 p.m. | Break | |
| 4:30 p.m. – 5:30 p.m. | Concurrent Sessions | |
| 6:00 p.m. – 8:00 p.m. | Gala Networking Reception: A Night at the High | The High Museum |

WEDNESDAY, SEPTEMBER 13, 2006**Welcome and Opening Remarks****8:30 a.m. – 9:00 a.m.****Grand Ballroom****WELCOME**

Presenter: Alison Johnson, M.P.A.
Deputy Director, CDC, NCBDDD

Plenary Presentation**9:00 a.m. – 9:45 a.m.****Grand Ballroom East****PLENARY PRESENTATION****Health Promotion Is Everyone's Business**

Presenter: J. Edward Hill, M.D.
American Medical Association

Dr. J. Edward Hill, immediate past president of the American Medical Association, will offer his insights into how the medical community can address wellness and health promotion. He will discuss ways that physicians and others can educate individuals on healthy lifestyles. Dr. Hill will share how comprehensive school health education and extensive adult information campaigns can change behaviors for the better.

WEDNESDAY, SEPTEMBER 13, 2006

Town Hall Meeting

10:15 a.m. – 11:30 a.m.

Grand Salon West

The Future of Public Health in Health Promotion: Moving From Disease-Specific Approaches to Holistic Concepts of Health and Wellness – What Does It Mean to Be Well?

Moderator: Ted Vigodsky, Health and Science Reporter

Presenter: Julie Gerberding, M.D., M.P.H.
Director, CDC

Presenter: Janet L. Collins, Ph.D.
CDC, NCCDPHP

Presenter: Lynn B. Nicholas, F.A.C.H.E.
American Diabetes Association

Presenter: Rose Marie Robertson, M.D., F.A.H.A.
American Heart Association

Presenter: John R. Seffrin, Ph.D.
American Cancer Society

The Town Hall meeting offers an opportunity for the partners involved in the *Everyday Choices for a Healthier Life* partnership to share the latest activities and accomplishments related to this innovative collaboration. Speakers include: Julie Gerberding, M.D., M.P.H., Director of CDC; Janet Collins, Ph.D., Director of the National Center for Chronic Disease Prevention and Health Promotion at the CDC; Lynn B. Nicholas, F.A.C.H.E., Chief Executive Officer of the American Diabetes Association; Rose Marie Robertson, M.D., Chief Science Officer of the American Heart Association; and John R. Seffrin, Ph.D., Chief Executive Officer of the American Cancer Society. The Everyday Choices partnership is a three-year public health campaign to increase awareness of the impact that lifestyle choices have on four serious diseases: cancer, diabetes, heart disease, and stroke. The Town Hall meeting, moderated by health and science reporter Ted Vigodsky, will engage participants in a discussion with the audience about the future of public health in health promotion, how public health can move from a disease-specific approach to holistic concepts of health and wellness, and what it means to “be well.”

WEDNESDAY, SEPTEMBER 13, 2006**Networking Luncheon and Fries Prize Presentation****11:30 a.m. – 1:30 p.m.****Grand Ballroom****Welcome and Introduction**

Presenter: Lavell R. Thornton, M.P.H., C.H.E.S.,
President, Directors of Health Promotion and Education

Award Recipient: William T. Sergeant
International PolioPlus Committee

Presenter: Fries Family Member

Presenter: Bob Keegan
CDC

The 2006 Fries Prize for Improving Health will be presented to William T. Sergeant, Chairman Emeritus of the International PolioPlus Committee. The prize is given annually to a person who is determined by the Fries Prize Jury to have made the greatest contribution to health. Mr. Sergeant will be honored for his inspirational and extraordinary contributions to a healthy world by leading Rotary International's global efforts to eradicate polio. The luncheon ceremony will include brief presentations from a member of the Fries family, Mr. Bob Keegan of CDC, and Mr. Sergeant about the history of the prize and Mr. Sergeant's experience working to establish an unprecedented private-public partnership to improve global public health.

WEDNESDAY, SEPTEMBER 13, 2006

C01

Integrating Family History and Genomics into Curricula and Improving Public Awareness

1:30 p.m. – 2:30 p.m.

Roosevelt

Moderator: Sharon Terry, M.A., L.H.D.
Genetic Alliance

Presenter: Jean F. Jenkins, Ph.D., R.N., F.A.A.N.
NHGRI, NIH

*U.S. Surgeon General Family History Initiative:
Modeling Collaboration, Communication, and
Consumer Outreach to Improve Health*

Presenter: Mary Teachout, B.S., M.A.T.
Michigan Department of Community Health
*Genetics to Genomics: Changing the Health of Today's Youth
Through Science and Behavior*

As more becomes known about the field of human genomics, it is important that we continue efforts to promote a better understanding about the field and how it can be used to improve health and prevent disease. Through a collaborative effort, the Michigan Department of Community Health (MDCH) and an educational consultant created, pilot-tested, and disseminated a novel secondary education supplemental curriculum, titled "Genetics to Genomics," designed to move teachers from educating their students about single gene disorders to multifactorial inheritance, and to point out how important it is to understand how family history can be a risk factor for chronic diseases. This session will highlight how genomics was integrated into the curriculum and how evaluations from the workshops indicated that the hands-on approach to this topic and accompanying public health messages did in fact increase knowledge, confidence, and importance of teaching genomics. Just as exciting will be information on the U.S. Surgeon General's Family History Initiative, a collaboration between federal and non-federal partners which utilizes collaboration, communication, and consumer outreach to improve health. This national campaign, designed to increase the public's awareness of the importance of family health history, includes easy-to-use, Web and print-based family history documentation tools.

WEDNESDAY, SEPTEMBER 13, 2006**C02****Addressing Chronic Diseases and Health Disparities Through Collaborative Community Partnerships****1:30 p.m. – 2:30 p.m.****Crystal Ballroom AF****Moderator:** Kate Galatas, M.P.H.
CDC**Presenter:** Enrique Cardiel
New Mexico Department of Health**Presenter:** Veronica Plaza
New Mexico Department of Health**Presenter:** Laura Rodriguez
Community Coalition for Healthcare Access

This session showcases two examples of innovative partnerships to address chronic diseases and health disparities. In the first case, traditional and complementary health care providers partnered with faith leaders and their communities to implement a pilot program called “Your Journey to Wellness.” Participants will learn about the key elements for developing these strategic community partnerships and will have access to a template that they can use to develop collaborative partnerships. In the second case, the only public hospital in Albuquerque, New Mexico, erected such significant financial and language barriers to access and quality care that community health workers (CHWs) were used as advocates to challenge related policies and demand accountability of public funds for indigent care. Through community organization and collaboration with a local coalition, the CHWs drove a community-based participatory process. Participants will learn about the essential steps for promoting effective community empowerment to improve health care access and strategies for engaging community members in the process.

WEDNESDAY, SEPTEMBER 13, 2006**C03****Interactions of Mental Health and Mental Illness Across the Lifespan:
Maintaining Cognitive Function in Adults and Older Adults****1:30 p.m. – 2:30 p.m.****Cherokee****Moderator:** James Lando, M.D., M.P.H.
CDC**Presenter:** Donald J. Lollar, Ph.D.
CDC**Presenter:** Lloyd Sederer, M.D.
City of New York Health Department**Presenter:** Mark Snowden, M.D., M.P.H.
University of Washington

The relationship between mental health and chronic conditions occurs across all age groups, from early childhood through adulthood. Promoting mental health can increase resilience and adaptation and lessen the likelihood of developing mental illnesses, which in turn, can possibly reduce the risk for developing a chronic condition. Research has demonstrated that depressed adults or adults who experience a great deal of stress are at a higher risk of developing cardiovascular disease and experiencing strokes. In addition, an aging population likely will lead to an increase in the number of adults with dementias, which are both chronic diseases and mental illnesses. These conditions place a heavy burden on the patient's well-being, as well as the caregiver's. Developing a comprehensive public health approach to these conditions will become increasingly important. The session will focus on methods to gain a greater understanding of these issues and strategies to maintain mental health in the adult population.

WEDNESDAY, SEPTEMBER 13, 2006

C04

Cross-cutting Methods for Using Information Systems in Health Promotion Programs**1:30 p.m. – 2:30 p.m.****Henry****Moderator:** Gina Thornton-Evans, D.D.S, M.P.H
CDC**Presenter:** Matthew Lange
UC-Davis, and the International Milk Genomics Consortium
*A Proposed Meta-ontology Schema for Integrating Diet, Nutrition, Metabolomic, and Health Outcomes***Presenter:** Juan Zevallos, M.D.
Southern Nevada Health District
*Symptoms for Cardiovascular Disease among Females:
Findings from a Chief Complaint Database*

It can be particularly valuable to use databases to identify needs for and implementation of health promotion programs. Two such examples will be presented in this session. In one case, when the chief complaint database from the Emergency Department (ED) of a local hospital was analyzed, researchers found that there was a relatively high number of missing clinical manifestations for cardiovascular diseases (CVD) among females. The database therefore identified the potential need for emergency department admission staff training and standardized collection procedures. They also concluded that the timely identification of specific CVD symptoms may help facilitate the implementation of effective community-wide awareness education programs. In the second case, 10 publicly available databases, vocabularies, and ontologies were evaluated for their potential likelihood to provide structure and/or content in the development of a coordinated foods-for-health knowledge base. Researchers believe that it is necessary to build knowledge about how food, diet, nutrients, and metabolites interact so as to impact health and nutritional status. Participants will learn of the benefits and utility of storing nutrition and health information in ontologies, as well as how other professionals can use their own data sources as possible sources of similar ontologies to be integrated into a larger system.

WEDNESDAY, SEPTEMBER 13, 2006**C05****The Right to Know Campaign: Translating Qualitative Research to Public Health Action****1:30 p.m. – 2:30 p.m.****Walton****Moderator:** Renee Brown,
CDC**Presenter:** JoAnn Thierry, Ph.D., M.S.W., M.S.
CDC

Breast cancer is a major public health concern for all women, including women with disabilities. Disabled women are just as likely as women without disabilities to have ever received a mammogram; however, they are significantly less likely to have been screened within the recommended guidelines. The public health community has increased breast cancer awareness and encouraged women to adopt preventive practices through the use of health communication messages and campaigns, yet few communication messages exist that target women with disabilities. This presentation will focus on the Right to Know Campaign: Three qualitative studies conducted by the CDC to: 1) explore the barriers to breast cancer screening for women with physical disabilities; 2) develop culturally relevant concepts, messages, and health promotion materials to increase awareness about breast cancer screening among these women; and 3) implement and evaluate a pilot campaign for women with disabilities in three community settings. Qualitative methods, including design characteristics, recruitment, data collection, and analyses used in these studies, will be highlighted. Implications for public health practice will be addressed.

WEDNESDAY, SEPTEMBER 13, 2006

C06

Returning to Our Roots: Applying New Public Health Competencies to Real-World Practice**1:30 p.m. – 2:30 p.m.****Monroe****Moderator:** Linda J. Redman, M.P.H., M.A.
CDC, NCCDPHP**Presenter:** Joan P. Cioffi, Ph.D.
CDC*Twenty Years of Progress in the Development
of Public Health Competencies***Presenter:** Carolyn Crump, Ph.D., M.A.
Department of Health Behavior and Health
Education, UNC-Chapel Hill SPH
*Application of Professional Competencies for
Policy/System Change Work and the Development
of Skill Building Training for Public Health Workers*

Public health is returning to its roots by shifting the focus from treating disease and illness to sustaining and promoting health. Cutting-edge research to develop professional competencies for policy development and systems change interventions is part of this paradigm shift. *The Future of Public Health Report* by the Institute of Medicine (IOM) and the Essential Public Health Services statement by the Public Health Functions Steering Committee have shaped the functions, structure, and competencies of public health organizations. The workforce is more aware of the competencies needed for core public health, for cutting-edge policy, and for systems change. The challenge is to apply these competencies to real-world practices. This session will provide a background of the organizational competencies identified and work being done by public health departments in applying them to organizational change. This session also will highlight the work being done by the Directors of Health Promotion and Education in identifying workforce competencies for policy development and systems change interventions and their application in chronic disease prevention and control programs funded by CDC. Participants will receive a list of professional competencies for policy/system change work and will learn how the competencies are being used by public health staff to hire, train, appraise, and manage efforts of policy/systems change work.

WEDNESDAY, SEPTEMBER 13, 2006

C07

Successful Partnerships in Public Health Policy

1:30 p.m. – 2:30 p.m.

Crystal Ballroom CD

Moderator: Monica Hobbs Vinluan, J.D.
National Recreation and Park Association

Presenter: Jane McGinley, B.S., R.D.H., M.B.A.
American Dental Association
Fluoridation and Preventive Health Activities

Presenter: Alan J. Balch, Ph.D.
PHP Partnership (ADA, ACS, AHA)
Everyday Choices

Presenter: Michelle Park, C.P.R.P.
Ohio Parks and Recreation Association

While much of public health is involved in advocating for improvements in public health (the “What”), less attention is given to the “How.” This session will highlight the adoption of public health policy in statute or regulation brought about by the partnering of disparate organizations whose relationship to public health might not always be clear. These include local, state, and national partnerships and coalitions. Participants will learn of the resources that coalition members can bring to public health campaigns. Partnerships to highlight may include: 1) Fluoridation struggles over the past decades, coalition building, successes, and lessons learned; 2) The Everyday Choices campaign by the American Diabetes Association, the American Heart Association, and the American Cancer Society; and 3) Innovative ways that public health service providers (such as park and recreation agencies and hospitals) partner with chronic disease prevention groups to work on health promotion issues. Ohio Parks and Recreation Association is a great example of identifying different partners and working with them to achieve mutual ends.

WEDNESDAY, SEPTEMBER 13, 2006
C08
REACHing Culturally Diverse Communities: Participatory Research in Action
1:30 p.m. – 2:30 p.m.
State/Club
Moderator/Presenter: Cynthia D. Crocker, B.S.

CDC

Implementing Innovative Strategies and Addressing Health Disparities in Culturally Diverse REACH 2010 Communities
Presenter: Annie Latimer, M.S.A.

CDC

Implementing Innovative Strategies and Addressing Health Disparities in Culturally Diverse REACH 2010 Communities
Presenter: Aisha Penson, M.Ed., C.H.E.S.

CDC

Implementing Innovative Strategies and Addressing Health Disparities in Culturally Diverse REACH 2010 Communities
Presenter: Michael L. Sells, M.S.P.H.

CDC

REACH 2010 is the cornerstone of CDC's efforts to eliminate racial and ethnic disparities in health and does so by using local data and baseline measures to create community action plans (CAPs). Results from 40 REACH 2010 projects identify statistically significant community-based outcomes in just some of the following areas: increased community knowledge related to disparities, increased number of community members trained in health promotion, creation of healthy communities, and increased access to health care. Also demonstrated was that community-based participatory research (CBPR) is effective when an equal partnership is established between the members of the community and public health practitioners. These results, the lessons learned from these projects, and effective approaches used to eliminate risk factors associated with health priority areas will be shared during this session. Presenters will illuminate how to apply principles of CBPR to other communities and will identify successful culturally appropriate strategies that have been used to eliminate disparities in African American, Hispanic, American Indian/Alaska Native, and Asian American/Pacific Islander communities.

WEDNESDAY, SEPTEMBER 13, 2006**C09****Developing Emergency Response Plans for Special Needs Populations****1:30 p.m. – 2:30 p.m.****Madison****Moderator:** Terry W. Davis, M.A., Ed.S., Ed.D.
CDC, Orise Fellow**Presenter:** Barbara A. Yamashita, M.S.W.
Hawaii Department of Health**Presenter:** Danny S. Tengan
State Civil Defense of Hawaii

Through the leadership of the State Civil Defense (the Emergency Management Agency) and the State Council on Developmental Disabilities, an interagency group was convened to develop a “Plan for Sheltering Populations With Special Health Needs.” The need for a plan of action was evident in reviewing the post-Hurricane Katrina literature and review of what was in place in Hawaii for persons with disabilities and special health needs. This session will illustrate the process and framework for developing this integrative and collaborative approach that resulted in an improved and coordinated emergency response for populations with special health needs.

WEDNESDAY, SEPTEMBER 13, 2006**C10****Newborn & Infant Screening: What Does the Future Hold?****1:30 p.m. – 2:30 p.m.****Cabinet/Council****Moderator:** Coleen Boyle, Ph.D.
CDC**Presenter:** Paul M. Fernhoff, M.D., F.A.A.P., F.A.C.M.G.
Emory University School of Medicine**Presenter:** William Mahle, M.D.
Emory University

This session will provide an overview of recent advances in newborn screening (NBS) and the potential for screening older infants. The number and types of conditions included in state-sponsored NBS programs differ from state to state. Recently, a new technology, tandem mass spectrometry (MS/MS), has revolutionized NBS by enabling the simultaneous detection of numerous metabolic conditions from dried blood spots. National guidelines have been developed recommending that all states adopt a uniform expanded panel including 29 conditions. While NBS allows for identification and treatment of conditions that affect morbidity and mortality in the newborn period, infants with conditions that typically present later in childhood also may benefit from earlier diagnosis. Infant screening in pediatric offices allows more time for parents to consider the benefits and limitations through an informed consent process. Infant screening techniques for conditions such as Duchenne muscular dystrophy and Fragile X syndrome will be highlighted in the presentation. Congenital heart defects are one of the most common types of birth defects, affecting approximately 1/200 births. Since many newborns may be asymptomatic at birth, early detection is important for initiating proper treatment. The presenters will discuss recent studies using pulse oximetry to screen infants for duct-dependant defects and ECG to screen for long QT syndrome.

WEDNESDAY, SEPTEMBER 13, 2006**CII****Challenges to Healthy Aging and Public Health's Role****1:30 p.m. – 2:30 p.m.****Carter/Jackson****Moderator:** Robert E. Lieb, M.S.
CDC, NCCDPHP**Presenter:** Frank Vinicor, M.D., M.P.H.
CDC, NCCDPHP**Presenter:** Michael M. Engelgau, M.D., M.S.
CDC, NCCDPHP**Presenter:** Eve Higginbotham, M.D.
Morehouse School of Medicine

This session will highlight the emerging issues and challenges to healthy aging and the role public health can play in helping the public “Live Better, Longer.” The speakers will provide an overview of both present and projected demographics, health status, and a socio-environmental profile of older adults. Participants also will learn about health prevention and control strategies for diabetes, vision loss and blindness, and other chronic diseases.

WEDNESDAY, SEPTEMBER 13, 2006**D01****Addressing Public Health Issues Specific to Indian Reservations****3:00 p.m. – 4:00 p.m.****Roosevelt****Moderator:** Terry W. Davis, M.A., Ed.S., Ed.D.
CDC, Orise Fellow**Presenter:** Sally H. Smith
National Indian Health Board of Directors
Public Health and Indian Reservations

There are more than 200 tribes located in Alaska. In this session, the President of the National Indian Public Health Board of Directors will educate the participants about public health issues concerning Indian Reservations, particularly in Alaska. Focus will be on the issues at hand, how public health issues are being addressed, and better strategies to address the challenges of the future.

WEDNESDAY, SEPTEMBER 13, 2006

D02

Innovative Approaches for Health Promotion: Students Increasing Stroke Awareness and People With Disabilities Achieving Self-efficacy Through Golf

3:00 p.m. – 4:00 p.m.

Walton

Moderator: Jennifer G. Smith, M.S.H.P.
Texas Department of State Health Services

Presenter: David Compton, B.S., M.S., M.P.H., Ed.D.
University of Utah, National Center on Accessibility
Golf for People with Disabilities: Increasing Physical and Social Activity through a National Model

Presenter: Shannon S. Carrow, M.S.
Research Center for Stroke & Heart Disease of the Jacobs
Neurological Institute
An Innovative Approach to Educating a High-Risk Community about Stroke Awareness

This session showcases innovative approaches to two divergent issues: stroke awareness and the increase of physical and social activity. The first study discusses the effects of strategies used in Project GAIN to advance the engagement of people with disabilities in golf. The presenter will describe how golf was used as an effective intervention tool and how participation in the study resulted in statistically significant changes in self-efficacy, future plans, perception of inclusion, and weekly increase in active living. Then, participants will learn about an innovative approach to educate fourth and fifth grade students about stroke awareness through educational theatrics, an approach based on the Torrance Incubation Model of Teaching. Study findings indicated that 75% of students educated about stroke at the theatre proceeded to go out into the community and educate adults. The presenter will describe the program, and the nontraditional partnerships designing the program, in detail.

WEDNESDAY, SEPTEMBER 13, 2006

D03

Chronic Disease and Disability in Times of Disaster

3:00 p.m. – 4:00 p.m.

Crystal Ballroom CD

Moderator: Janet L. Collins, Ph.D.
CDC, NCCDPHP

Presenter: George A. Mensah, M.D., F.A.C.P., F.A.C.C., F.E.S.C.
CDC, NCCDPHP

Presenter: Vincent A. Campbell, Ph.D.
CDC

*Estimating the Size and Nature of
Population with Disability for Emergency Planning and Response*

Presenter: Nancy Humbert, A.R.N.P., M.S.N.
Florida Department of Health

Natural disasters routinely pose major economic, social, and public health challenges. More recently, the frequency of these disasters, the human toll, and economic costs have all increased. Over the last three decades alone, an estimated 6,367 natural disasters have adversely affected the lives of more than 5 billion people, resulting in more than 2 million deaths worldwide. An additional 82 million people worldwide have been rendered homeless by these disasters. The public health community has learned many lessons from Hurricane Katrina, the Indian Ocean Tsunami, and other natural disasters. As this session will highlight, among the most important lessons learned is the huge impact of natural disasters on chronic diseases, disability, and vulnerable populations. Until recently, however, our traditional approaches to disaster preparedness have emphasized evacuation of people; provision of shelter, food, and water for the evacuees; prevention of injury and infectious diseases outbreaks; stockpiles of anti-infective agents, chemical antidotes, and antitoxins; and injury and trauma management. All these preparations are important and necessary, but they are not enough. The presenters will stress why renewed emphasis on chronic diseases, disability, and reproductive health must be an important part of the preparedness effort. They also will describe essential roles in which health care professionals can ensure that the needs for these populations are included in disaster preparedness action plans.

WEDNESDAY, SEPTEMBER 13, 2006**D04****Lost in Translation: How Can Interventions for Type 2 Diabetes Actually Be Turned into Cost Effective Public Health Practice?****3:00 p.m. – 4:00 p.m.****Cherokee****Moderator:** Xinzhi Zhang, M.D., Ph.D.
CDC**Presenter:** Michael M. Engelgau, M.D., M.S.
CDC, NCCDPHP

Several recent clinical trials have demonstrated that type 2 diabetes mellitus (T2DM) can be prevented or delayed for people at high risk for the disease. As this session will illustrate, these trials indicate that a sustained healthy diet and a regular exercise regime can be very effective in preventing T2DM among individuals with impaired glucose metabolism. However, the translation of these results to the general population faces hurdles: 1) There is no clear cut, cost-effective methodology to identify all people at high risk of T2DM in the general population; 2) The interventions tested were costly and labor-intensive; and 3) If there is a national screening program, the U.S. health care system may not be able to absorb the large number of people in need of treatment to reduce their risk of T2DM. Obviously, we need to modify and streamline the interventions before applying them to the general population. Participants also will learn about CDC's current efforts to develop primary prevention programs for T2DM that take into account the findings from those clinical trials as well as the obstacles for their implementation.

WEDNESDAY, SEPTEMBER 13, 2006

D05

Improving Health and Physical Activity Trends Among the Aged and Frail

3:00 p.m. – 4:00 p.m.

Monroe

Moderator: Karen Garbarino, M.P.A.
Vermont Department of Health

Presenter: Carl Kaiser, M.S.W., B.S.
City of Seattle, Aging and Disability Services
*PEARLS: Successful Dissemination of a
Community-based Intervention for
Community-dwelling Frail Older Adults*

Presenter: Barbara L. Braun, Ph.D.
Park Nicollet Institute
*Limiting Disability in People with Arthritis:
Two Physical Activity and Weight Management Interventions*

Presenter: Sheryl J. Schwartz, M.P.A.
University of Washington PRC
*PEARLS: Successful Dissemination of a Community-based
Intervention for Community-dwelling Frail Older Adults*

This session is focused on efforts to promote health among the aged and frail. The first case presented will describe two physical activity and weight management interventions for people with either rheumatoid or osteoarthritis. The patients were randomized into one of two year-long weight management/physical activity interventions, one that was a coach-supported intervention and the other which was a self-directed intervention. Findings suggest that both interventions facilitated increased physical activity and that the coach-supported intervention was successful in weight management. The presenter will describe characteristics of successful programs for weight management or physical activity promotion that can be used with people with disabling arthritis as well as describe strategies that will help adapt traditional programs into similar programs for this audience. In the second case, a community-based randomized controlled trial, the Program to Encourage Active, Rewarding Lives for Seniors (PEARLS), showed positive outcomes in reducing the severity and incidence of depression, as well as improved functional and emotional well-being. Evidence-based interventions can be successfully translated from research to community practice if community-based organizations are closely involved with conceiving, developing, implementing, and assessing the intervention. This session will describe the PEARLS program and will provide lessons learned from PEARLS dissemination to implementation of evidence-based programs in their own community setting.

WEDNESDAY, SEPTEMBER 13, 2006**D06****Promoting Public Health in the Media****3:00 p.m. – 4:00 p.m.****Carter/Jackson**

Moderator: Deborah S. Edelman, Dr.P.H.
Johns Hopkins Bloomberg School of Public Health

Presenter: Carol Kinstle, B.A.
CNN

Presenter: Jay M. Bernhardt, Ph.D., M.P.H.
CDC, National Center for Health Marketing

The media is well-recognized as a powerful determinant of behavior. Less well-recognized is the media's role as a social determinant of health. Moving beyond individual behavior change and message development, this panel will focus on how the media contributes to "the conditions in which people can be healthy." The moderator is an award-winning communicator and scholar whose research focuses on promoting public health in the media. Participants also will hear from the Director of CDC's new National Center for Health Marketing. Finally, the director of coverage for CNN's Health and Medical News division will address the media's perspective of its role in promoting public health.

WEDNESDAY, SEPTEMBER 13, 2006**D07****Establishing a Medical Home Model Through Improved Community Communication and Coordination****3:00 p.m. – 4:00 p.m.****Henry**

Moderator: Jill Ackermann, B.S.
American Academy of Pediatrics

Presenter: Jeanne McAllister, R.N., M.S., M.H.A.
Center for Medical Home Improvement

The concept of a medical home is the provision of primary care that is complete for an individual and coordinated among multiple health care providers. This session will define and describe the core elements of a family-centered, community-based medical home, with examples such as the medical home model used with the Children and Youth With Special Health Care Needs (CYSHCN) to coordinate their complex medical and health concerns. The initiative's objectives include: to support medical home quality improvement teams in five new primary care practices; to establish minimum set of medical home elements in each practice in the first year; to activate effective care coordination links among the medical homes, other community agencies, and families; to recruit participation of critical community agencies; to convene community coordination improvement teams to test new methods of interagency coordination; and to develop and test CareShare, a secure Web-based communication tool for families, community organizations, and medical homes. This session will describe the core elements of this initiative and best practices for establishing a community-based medical home.

WEDNESDAY, SEPTEMBER 13, 2006

D08

Improving & Expanding National Surveillance Systems: BRFSS and PRAMS in Action

3:00 p.m. – 4:00 p.m.

Madison

Moderator: Natasha Singh
CDC

Presenter: Mary Rogers, Dr.P.H., M.S.N.
CDC

Using Pregnancy Risk Assessment Monitoring System (PRAMS) for Chronic Disease and Health Promotion Programs

Presenter: Joan L. Ware, R.N., M.S.P.H.
NACDD Women's Health Council

Using Pregnancy Risk Assessment Monitoring System (PRAMS) for Chronic Disease and Health Promotion Programs

Presenter: Michael W. Link, Ph.D.
CDC, NCCDPHP

Improving Participation Among Underrepresented Groups: Pilot Study Findings From the Behavioral Risk Factor Surveillance System

There is great interest in improving and expanding the use of the Pregnancy Risk Assessment Monitoring System (PRAMS) and the Behavioral Risk Factor Surveillance System (BRFSS) to take full advantage of all they have to offer in the field of health promotion. The first presentation will describe the PRAMS program from a national perspective, data collection methods, available data sets, which states are funded for the program, and a summary of the survey results. Participants will hear of several examples of PRAMS data applications for chronic disease and health promotion programs as well as differing collaboration perspectives from the viewpoints of chronic disease and health promotion programs and PRAMS program directors. Participants will hear of exciting new work on the relationship of preconception weight and adverse pregnancy outcomes, and a new collaboration with diabetes and obesity initiatives to examine the relationship of preconception weight, gestational diabetes, and post-partum depression. The second presentation focuses on improving the participation in the BRFSS among underrepresented Hispanic groups. The pilot study involved four approaches to improve participation: address-based mail survey pilot; real-time, on-phone interpreter service evaluation pilot; bilingual interviewer case pre-assignment pilot; or tailored Spanish-language advance letter pilot. Participants will learn about each of these methodologies for conducting health surveillance as well as what the findings indicate might be good strategies for improving health survey participation among Hispanics.

WEDNESDAY, SEPTEMBER 13, 2006

D09

Preventing Chronic Diseases and Cognitive Decline in Special Populations

3:00 p.m. – 4:00 p.m.

State/Club

Moderator: Kate Galatas, M.P.H.
CDC

Presenter: James N. Laditka, D.A., Ph.D., M.P.A.
University of South Carolina
*National Community-Based Research to Promote
and Protect Brain Health: The Healthy Aging Research Network*

Presenter: Gwyn Jones, Ph.D., M.S.W., M.Ed.
CDC, NCBDDD
*Multiple Health Disparities Among African-Americans
With Disabilities: Opportunities for Health Promotion*

Special populations present unique opportunities and challenges for health promotion. This session focuses on two special populations: people at greater risk for cognitive decline and African-Americans with disabilities. Research suggests that healthy behaviors may promote brain health and yet, we know little about attitudes about brain health. The Healthy Aging Research Network (HAN), a consortium of nine research universities, their community partners, and CDC, is studying these attitudes. What has been found so far is that aging Americans express interest in brain health and recognize the importance of healthy lifestyles, yet they are overweight or obese and thus, possibly at greater risk for cognitive decline. The session will describe how to positively affect brain health through community interventions promoting healthy lifestyles as well as how the HAN model can be used to craft public health messages for key audiences. In another study, researchers combined and analyzed eight years of data from the National Health Interview Survey (1997-2004) Sample Adult files to examine disparities in prevalence of potentially preventable chronic conditions, health status, health risks, and participation among working-age and older African-Americans with lower-extremity mobility limitations. These preliminary findings highlight a greater vulnerability for diminished health and participation for mobility-limited adults as a group (compared to adults without mobility limitations) and for African-Americans who are mobility limited. Health promotion strategies and interventions should incorporate the interface between racial/ethnic culture and disability to improve their health and quality of life.

WEDNESDAY, SEPTEMBER 13, 2006

D10

Recommendations for Improving Preconception Care

3:00 p.m. – 4:00 p.m.

Crystal Ballroom AF

Moderator: Sam F. Posner, Ph.D.
CDC

Presenter: Christopher Parker, Ph.D.
CDC

Presenter: Janis Biermann, M.S.
March of Dimes

There has been substantial improvement in women's health and pregnancy outcomes over the last century. A growing body of literature indicates that preconception care is a critical period for screening and interventions to improve a woman's health as well as improve pregnancy outcomes. In an effort to improve preconception health and health care, CDC has published 10 recommendations to achieve four goals: 1) improve the knowledge, attitudes and behaviors of men and women related to preconception health; 2) assure that all U.S. women of childbearing age receive preconception care services – screening, health promotion, and interventions – that will enable them to enter pregnancy in optimal health; 3) reduce risks indicated by a prior adverse pregnancy outcome through interventions in the interconception (inter-pregnancy) period that can prevent or minimize health problems for a mother and her future children; and 4) reduce the disparities in adverse pregnancy outcomes. Each recommendation includes specific action steps that outline critical steps in realizing the goals. Together, the goals, recommendations, and action steps outline a strategic plan for advancing preconception care and ultimately improving the health of women and their families. This presentation will describe the reasons for developing the recommendations, a summary of the recommendations, and the collaborative efforts involved in developing and implementing them. The partnerships involved include inter- and intra-agency as well as relationships with external partners. This effort is an example of how CDC has been able to leverage resources to promote a cross-cutting health initiative to improve the health of women and infants.

WEDNESDAY, SEPTEMBER 13, 2006**E01****Empowering Multicultural Communities to Advocate for Better Health****4:30 p.m. – 5:30 p.m.****Carter/Jackson****Moderator:** Alexandria L. Stewart
CDC**Presenter:** Charmaine Ruddock, M.S.
Institute for Urban Family Health
*Bronx Health REACH***Presenter:** Bethann Witcher Cottrell, Ph.D.
DeKalb County Board of Health, Piedmont Hospital
The Community Health Promoters Program

This session highlights approaches to eliminating health disparities, with a focus on race, ethnicity, culture, and community health behaviors. Specifically, this session highlights two projects targeted at health disparities in two U.S. communities: the REACH 2010 project in Bronx, New York, and the Multicultural Community Health Promoters Program in DeKalb County, Georgia. The goal of the REACH 2010 program is to reduce the rates of diabetes and heart disease among Black and Latino populations in southwest Bronx through a diverse coalition. This coalition will increase community awareness and health outcomes through unique partnerships and systems-level intervention. The Multicultural Community Health Promoters Program is a collaboration between the DeKalb County Board of Health and the community to respond to health disparities found among immigrant and refugee communities by training health promoters from these communities to provide health education and information resources in their native languages, advocate for better health care, and empower community member to advocate for better health.

WEDNESDAY, SEPTEMBER 13, 2006

E02

Keeping It in the Family: Using Family Health History in Chronic Disease Prevention

4:30 p.m. – 5:30 p.m.

Cherokee

Moderator: Linda J. Redman, M.P.H., M.A.
CDC, NCCDPHP

Presenter: Mary Teachout, B.S., M.A.T.
Michigan Department of Community Health
Cancer Genomics for Public Health

Presenter: Elisa H. Gladstone, M.P.H.
National Kidney Disease Education Program, NIH
*Helping African-American Families Make the Kidney Connection:
The NKDEP Family Reunion Initiative*

With the advent of the genomics era, more attention has been given to the role of families, and familial history, in public health promotion. This session will describe how the Michigan Department of Community Health (MDCH) Cancer Section, Genomics Program, and the Michigan Center for Genomics and Public Health (MCGPH) worked together to create, present, and evaluate “Cancer Genomics for Public Health,” a model of an innovative process to increase genomic competency among public health professionals. Participants will learn how the model, based on the CDC genomics competencies for public health, taught genomics concepts to a state public health department and cancer section staff. Modification of the cancer genomics modules for dissemination to a wider audience is currently being considered. In keeping with the familial link, the next presenter will showcase the National Kidney Disease Education Program (NKDEP) Family Reunion Initiative, a unique opportunity to make family members aware that diabetes and high blood pressure – conditions that often run in families – are leading causes of kidney disease. Using an innovative and culturally relevant approach to present chronic disease prevention information, the NKDEP created the Kidney Connection Guide to equip and encourage families to discuss this connection at reunions. Participants will learn how the guide is distributed and promoted, including through online marketing.

WEDNESDAY, SEPTEMBER 13, 2006

E03

Evaluation: How Do We Know When We Are Succeeding and Improving the Public's Health?

4:30 p.m. – 5:30 p.m.

Crystal Ballroom CD**Moderator:** David Dennison
CDC**Presenter:** Phillip Sparling, Ph.D.
CDC*Rapid Evaluation of Innovative Health
Promotion Programs at Small and Medium Worksites –
Lessons Learned***Presenter:** Fred Fridinger, Dr.P.H.
CDC*Linking Intervention and Evaluation: Putting Chronic
Disease Prevention Leaders in the Driver Seat of Evaluation***Presenter:** Barri Burrus, Ph.D., M.S.
RTI International*Linking Intervention and Evaluation: Putting
Chronic Disease Prevention Leaders in the Driver Seat of Evaluation***Presenter:** Diane Dunet, M.P.A., Ph.D.
CDC, NCCDPHP*Rapid Evaluation of Innovative Health Promotion
Programs at Small and Medium Worksites – Lessons Learned*

Effective evaluation is the key to being able to assess the success of our health promotion efforts. This session will draw attention to two methods that might strengthen your own evaluation efforts. The Swift Worksite Assessment and Translation (SWAT) protocol is a multi-level formal protocol emphasizing systematic observation, interviews with key staff, document review, and environmental assessment. When this protocol was used to assess nine small and medium-sized worksites, researchers found that it was a feasible, useful and relatively rapid evaluation method to identify promising health promotion program strategies and to identify interventions or programs that may merit a more rigorous evaluation. They also concluded that the general approach of the SWAT model is one that can be used to evaluate other public health practices. The other method, the Intervention Evaluation Map (IEM), is a Web-based user-friendly product to facilitate planning, developing, and managing evaluation in a variety of settings. The IEM links intervention activities and evaluation plans with state objectives and national program goals to lead to more meaningful evaluation. Key to the Map is instruction on preparation of SMART objectives, which serve to describe what will be accomplished, who will assess it, and how and when it will be assessed.

WEDNESDAY, SEPTEMBER 13, 2006

E04

Translating the Evidence on Improving Health Outcomes for Newborns

4:30 p.m. – 5:30 p.m.

Crystal Ballroom AF

Moderator: Russell S. Kirby, Ph.D., M.S., F.A.C.E.
University of Alabama at Birmingham

Presenter: Merry K. Moos, R.N., F.N.P., M.P.H., F.A.A.N.
University of North Carolina
The Evidence on Preconceptional Health: What We Know and What We Don't

Presenter: Siobhan Dolan, M.D., M.P.H.
Albert Einstein College of Medicine and March of Dimes
Birth Defects and Preterm Birth: Overlapping Outcomes with Implications for Genomics Research and Prevention

With recent publications of the MMWR on the Preconceptional Health Initiative, energy to change the perinatal prevention paradigm in this country may have reached the tipping point. What is the scientific foundation for this initiative? What holes exist in the research? What research questions beg for answers and are there potential unintended consequences that can be avoided by proceeding with special care? This session will address each of these questions as it focuses on the complex relationship between birth defects and prematurity is complex and how both are increasingly appreciated to result from the interaction of genetic and environmental factors. Participants will learn about key genomic vocabulary and concepts, as well as further research that is needed into the genetic and environmental factors that contribute to both birth defects and prematurity. Family history and other genomic approaches will be reviewed in the context of understanding and preventing risk in efforts to reduce birth defects and preterm birth.

WEDNESDAY, SEPTEMBER 13, 2006
E05
Health Policy Successes in Wellness and Health Promotion: How to Reach the Audiences Who Can Help Move Your Agenda
4:30 p.m. – 5:30 p.m.
Roosevelt
Moderator/Presenter: Catherine A. Hutsell, M.P.H.
 CDC

*Cutting Through the Clutter: Effectively
 Communicating Our Public Health Success Using
 the eValue-ator System*
Presenter: Keith Cherry, Ph.D.
 Deloitte Consulting LLP
*Gaining State Policymaker Support for
 Key Proven Chronic Disease Prevention Strategies:
 Lessons From State Capitols*
Presenter: Michael Fierro, B.A.
 Deloitte Consulting LLP
*Gaining State Policymaker Support for Key Proven Chronic Disease
 Prevention Strategies: Lessons From State Capitols*
Presenter: Heather Edelblute, MA
 CDC/NGIT
*Cutting Through the Clutter: Effectively
 Communicating Our Public Health Success Using the
 eValue-ator System*

It is important to communicate information to policymakers about health promotion and disease prevention issues and the impact of program interventions, but communication efforts have to be appropriate. As the first presenter will attest, researchers studied experiences of various national policymaker membership organization's events and activities, such as policy forums and policy academies, to assess key components necessary to educate state policymakers about chronic disease prevention strategies and to help them gain an appreciation for the value of such efforts. They found that policymakers, when informed and given information and tools that are brief, concise and targeted to legislative issues, support chronic disease prevention efforts even amidst difficult state budgetary and fiscal periods. They will share examples of some of the policy successes. The next presenter will describe how to effectively communicate our public health successes by using the eValue-ator System, which assists public health practitioners with an easy way to provide evidence of the impact of their program intervention. The online system guides authors through the development of Issue, Intervention, and Impact sections and provides a rating to show how well the "story" was written. This session will highlight the benefits of such a system and will identify principles of effective writing.

WEDNESDAY, SEPTEMBER 13, 2006**E06****The Mind/Body Connection: Public Health Implications in Addressing Mental Health in Youth****4:30 p.m. – 5:30 p.m.****Monroe****Moderator:** James Lando, M.D., M.P.H.
CDC**Presenter:** Donald J. Lollar, Ph.D.
CDC**Presenter:** Jane M. Foy, M.D.
Wake Forest University School of Medicine**Presenter:** Mark D. Weist, Ph.D.
University of Maryland School of Medicine

There is a strong, but often under appreciated link, between mental health and chronic conditions across all age groups, including childhood and adolescence. Mental illness can increase the risk of developing a chronic condition, influence the course of the chronic condition, or be a result of the chronic condition. Early identification of children with emotional or behavioral problems is an important public health responsibility. A child with cancer, as well as the child's parents, may be at increased risk for depression. In addition, teens struggling with overloaded schedules and psychological pressures to "fit in" may be at risk for mental health problems, which may lead to an increase in certain chronic conditions. This session will provide examples that illustrate the importance of mental health and mental illness screening, assessment, and intervention in medical and public health activities targeting children and adolescents.

WEDNESDAY, SEPTEMBER 13, 2006**E07****Creative Strategies for Meeting Public Health Needs: Florida's Health Promotion and Education Program in Action****4:30 p.m. – 5:30 p.m.****Walton**

Moderator: Janet Baggett, B.S., CHES
Florida Bureau of Chronic Disease Prevention and
Health Promotion

Presenter: Wes W. Payne, M.S.
Florida Department of Health

Charged with reducing death and disability due to heart disease, stroke, diabetes, and other chronic diseases in Florida, the Florida Department of Health created the Chronic Disease Health Promotion and Education Program (CDHPE). State and federal funds disseminated through this program are used by all of Florida's 67 counties to: engage community resources and form partnerships to target and develop policy or environmental changes within community schools, worksites, health care agencies, and other organizations; implement policy and environmental interventions focusing on five Healthy People 2010 objective areas (heart attack/stroke, diabetes, nutrition/overweight, physical activity, and tobacco); and obtain at least a 25% match and buy-in from the local community to use funds. This session will share best practices being implemented in Florida at the local level to improve health outcomes for chronic conditions. Participants will gain a better understanding of environmental and policy strategies being implemented, nontraditional community resources that have been instrumental in improving health, and barriers to disease prevention and health promotion.

WEDNESDAY, SEPTEMBER 13, 2006**E08****Implementing the National America on the Move Intervention at the Statewide and Local Level****4:30 p.m. – 5:30 p.m.****State/Club****Moderator:** Norma Loner
CDC**Presenter:** Linda Wolfe
New York State Department of Health**Presenter:** Amy Forrest, M.S.Ed.
Be Active New York State

The America On the Move (AOM) program is a six-week, evidence-based intervention whose goal is to increase awareness of physical activity and healthy eating habits and, ultimately, help participants prevent weight gain. Facilitated by Be Active New York State (www.beactivenys.org) and sponsored by the New York State Employee Assistance Program, 25 agencies received grant funding to plan, implement, and evaluate the national America On the Move intervention with their agency. This session will describe the components of the AOM programs, how the program was launched statewide, and how others can utilize this turnkey approach to implementing a weight management program to a large multi-disciplinary population. Presenters will share strategies, successes, and lessons learned that participants will be able to draw on to implement the AOM program in their own communities.

WEDNESDAY, SEPTEMBER 13, 2006

E09

Using Appropriate Communication Strategies to Reach At-Risk Populations

4:30 p.m. – 5:30 p.m.

Madison

Moderator: Angela K. McGowan, J.D., M.P.H.
CDC

Presenter: Dolph Chianchiano, J.D., M.P.A.
National Kidney Foundation
*Low Chronic Kidney Disease Awareness in a
Population at Risk: Kidney Early Evaluation Program Results*

Presenter: Kymber N. Williams, M.A.
CDC, NCCDPHP, DCPC
*Use of Health Communication Strategies and Methods to
Promote Colorectal Cancer Awareness and Prevention*

Just as there are successes coming from the effective use of health communication, there are many opportunities to utilize appropriate health communication strategies to reach at-risk populations. In one case, CDC monitored several online data measures (e.g., click-through rates, page views, downloads, search impressions, and ad exposures) and systems to assess the effectiveness of specific health communication channels, strategies, and methods to provide information and messages about colorectal cancer prevention. They found that the use of health communication channels, methods, and strategies, including technological ones, were effective in connecting with key target audiences. Presenters will describe effective strategies and methods. In another case, the presenter will share how chronic kidney disease (CKD) is a major public health problem, affecting an estimated 20 million Americans who experience high mortality rates which are associated with substantial costs. Since CKD is an asymptomatic disease until its late stages, most individuals with CKD are not aware of its presence. Improvements in public and health care provider CKD education are integral to public health initiatives and our challenge for the future.

WEDNESDAY, SEPTEMBER 13, 2006

E10

Bringing Public Health and Law Enforcement Together to Improve Outcomes

4:30 p.m. – 5:30 p.m.

Henry

Moderator: Laura Rodriguez
Community Coalition for Healthcare Access

Presenter: Special Agent Jim Fullington
Georgia Bureau of Investigation

Bringing together public health and law enforcement officials, who often have distinct methods of operation, the Forensic Epidemiology training program serves to increase the awareness of potential areas of tension between these two groups, and provides a forum for cross-familiarization of specialty vocabulary and techniques. This session will provide an overview of the Forensic Epidemiology training program, and its components, and the effective joint and parallel public health and law enforcement investigation of events.

WEDNESDAY, SEPTEMBER 13, 2006**Gala Networking Reception: A Night at the High****6:00 p.m. – 8:00 p.m.****The High Museum**

The gala reception will be held at Atlanta's recently-renovated High Museum of Art. Sponsored by the *Everyday Choices for a Healthier Life* partnership of the American Cancer Society, the American Diabetes Association, and the American Heart Association, the reception promises to be an entertaining evening of art and networking, with a spotlight on the Everyday Choices partnership. The partnership is a joint initiative with the goal of stimulating improvements in disease prevention and early detection by increasing public awareness about healthy lifestyles and increasing the focus on prevention.

THURSDAY, SEPTEMBER 14, 2006

Program Events

7:30 a.m. – 10:30 a.m.

Registration

Lobby Registration

7:30 a.m. – 8:30 a.m.

Continental Breakfast

Grand Ballroom Foyer

8:30 a.m. – 9:30 a.m.

Concurrent Sessions

9:30 a.m. – 10:00 a.m.

Break

10:00 a.m. – 11:15 a.m.

Welcome and Plenary Presentation

Grand Ballroom East

11:15 a.m. – Noon

Closing Plenary Presentation

Grand Ballroom East

THURSDAY, SEPTEMBER 14, 2006

F01

Developing Strategic Partnerships to Improve the Health of Our Youth

8:30 a.m. – 9:30 a.m.

Cherokee

Moderator: Alyssa Easton, Ph.D., M.P.H.
CDC

Presenter: Kellye McKenzie, M.P.A.
National Alliance of State and Territorial AIDS Directors
Improving HIV/STD and Teen Pregnancy in Schools: Strengthening State Health and Education Agency Partnerships

Presenter: Danielle Solers, B.S.
Association of Maternal and Child Health Programs
Improving HIV/STD and Teen Pregnancy in Schools: Strengthening State Health and Education Agency Partnerships

Presenter: Elise Antrobus, B.S., M.S.W.
March of Dimes
Developing a Successful Public-Private Partnership to Change Public Policy

Both presentations in this session focus on strategic partnerships aimed at improving the health of our children and youth. Although Georgia was one of the leading states funding a public health program to ensure that every newborn was screened for Phenylketonuria (PKU), the March of Dimes identified a need to educate lawmakers and public officials about the importance of additional funding to support the full array of newborn screenings (NBS). The presenter will describe the process involved in developing a public-private partnership, such as the one in Georgia, which now oversees the state's NBS program and which will, beginning in January 2007, screen for all 29 nationally recommended disorders. Also revealed will be their findings regarding characteristics of successful public-private partnerships. Another strategic partnership is between the Association of Maternal and Child Health Programs (AMCHP), National Alliance of State and Territorial AIDS Directors (NASTAD), National Coalition of STD Directors (NCSD), and the Society of State Directors of Health, Physical Education and Recreation (SSDPHER). Together, they offered National Stakeholders Meetings (NSM) for nine state teams with the goal of strengthening collaboration between state health agencies and education agencies to support the integration of HIV, STD, and UTP prevention in schools. This session will highlight the lessons learned from these state teams and discuss the strategies for state-level collaborations to integrate HIV, STD, and unintended and teen pregnancy prevention education for school-age youth.

THURSDAY, SEPTEMBER 14, 2006**F02****Social Marketing in New Contexts: Moving Beyond Communications Campaigns****8:30 a.m. – 9:30 a.m.****Henry****Moderator:** Linda J. Redman, M.P.H., M.A.
CDC, NCCDPHP**Presenter:** Robert Marshall, Ph.D.
Rhode Island Department of Health**Presenter:** Heidi L. Keller
Washington State Department of Health

This session will explore how social marketing can be used in settings beyond the primary prevention/risk factor reduction settings in which it is most often used. The focus will be on its application in three to four different project areas such as: the implementation of clinical best practices among health care providers; the design, preparation, and evaluation of emergency preparedness materials related to actual behavior change; and the implementation of a project to educate students, leaders, and professional employees of community-based organizations about population-based public health. Focus group and key informant data, as well as outcome results from selected social marketing projects, will be presented. Participants also will learn about the conceptual elements, logic model, and steps in the social marketing process; how to apply social marketing to various local interventions; and how to discuss the implication for public health practice.

THURSDAY, SEPTEMBER 14, 2006

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F03

Community-Based Approaches that Work: Addressing Medicaid Waivers and Health Disparities

8:30 a.m. – 9:30 a.m.

Walton

Moderator: Shannon Griffin-Blake, Ph.D., M.A.
Northrop Grumman, CDC

Community-based Participatory Research: Linking Science and Practice in REACH 2010

Presenter: Andrea Hegedus, Ph.D.
Northrop Grumman, CDC

Community-based Participatory Research: Linking Science and Practice in REACH 2010

Presenter: Jennifer Wieckowski, M.S.G.
Partners in Care Foundation

Translating an Evidence-based Medication Management Model Into Community-based Settings

Using two diverse cases, this session will focus on the implementation of proven health promotion practices in the community. The first case is of a three-year demonstration project to integrate an evidence-based medication management (MM) intervention into a community-based Medicaid waiver care management program. Although the study findings indicated that the incidence of medication errors is significantly higher than expected among Medicaid waiver care management clients, the study also found that the intervention can assist care management staff in identifying and correcting medication problems. Participants will learn of the successes and challenges involved in implementing this type of intervention into existing care management programs. The second case describes the application of community-based participatory research (CBPR) within a socio-ecological framework to investigate individual, social, cultural, environmental, and policy impacts on the elimination of health disparities. Summary findings from REACH 2010 projects show that CBPR is an effective means to address complex public health problems, such as reducing health disparities among individuals with chronic diseases, and to overcome traditional barriers that impact the translation of effective practices. Moreover, purposeful CBPR contributes to the evidence base necessary to understanding the complexity and scope of participatory and social ecological approaches.

THURSDAY, SEPTEMBER 14, 2006

F04

Creating Community-Based Participatory Research Strategies to Promote Health

8:30 a.m. – 9:30 a.m.

Monroe

Moderator: Sally Fogerty
Massachusetts Health Department

Presenter: Ronni Bowen, Ph.D.
The University of North Carolina at Chapel Hill

Presenter: Patricia Peterson

Presenter: Marci K. Campbell, Ph.D., R.D.
The University of North Carolina at Chapel Hill

Staff and volunteers can be change agents in community-based projects. In one such case, local women were recruited and trained to facilitate weekly HOPE Circles that provided social support and weight management strategies while helping women to set health, economic, and educational goals. Through the use of community-based participatory research (CBPR), this study generated a conceptual framework of pathways to personal life and health-related changes among this group of HOPE Circle Leaders, and demonstrated how the use of innovative qualitative methodologies can guide future evaluative efforts of community health workers in health promotion programs. Participants will learn about principles of CBPR methodology as well as innovative methods community health workers used to evaluate community based interventions. In another case, a study was conducted to examine the increase in social capital through the use of the Health Works in the Community (HWC) project, a five-year health promotion program for blue-collar women in rural North Carolina designed to promote positive health practices (increasing fruits and vegetables, decreasing fat, increasing physical activity, and enhancing stress management skills). Results suggest that multi-level approaches that include organizational and environmental interventions may be effective for promoting sustainable macro-level change in blue-collar workplaces and may have the added effect of enhancing social capital at the neighborhood and community level. The session will include a description of community-based participatory research strategies that may be employed to promote health and ways that measures of social capital and cohesion can be incorporated to enhance community-based participatory interventions for women.

THURSDAY, SEPTEMBER 14, 2006

F05

Obesity Prevention: Using Health Policy to Improve Community and School Wellness Programs**8:30 a.m. – 9:30 a.m.****Roosevelt****Moderator:** William H. Dietz, M.D., Ph.D.
CDC, NCCDPHP**Presenter:** Sarah Strunk, M.H.A.
Active Living By Design**Presenter:** Robin Tanner, M.S., R.D., L.D.
Action for Healthy Kids (Georgia Chapter)**Presenter:** Ginny Ehrlich, M.P.H., M.Ed.
Alliance for a Healthier Generation

Obesity is a recently recognized problem in America. This session highlights efforts to combat obesity through public policy and focuses on state and local policies such as those of Arkansas, which require regular reporting of each school child's weight. Additionally, the concept of Smart Growth, i.e., building healthier communities, will be discussed in this session. This session also will describe how the use of school wellness policies and innovative state work can result in community wellness policies.

THURSDAY, SEPTEMBER 14, 2006**F06****The Living Well with a Disability Program: A Health Promotion and Wellness Program for Adults with Physical Disabilities****8:30 a.m. – 9:30 a.m.****State/Club****Moderator:** Tiffany J. Riehle, M.D., M.S.E.
CDC**Presenter:** Craig Raveslout, Ph.D.
University of Montana

The presenters will describe the development and evaluation of the Living Well With a Disability program. This program is an eight-week facilitated health promotion program that addresses disability as it relates to exercise, nutrition, depression, and accessing health care. A health promotion and wellness program for adults with physical disabilities, Living Well is based on an independent living philosophy and rural traditions of self-care. The program introduces a goal-setting and goal clarification process and teaches skills for generating, implementing, and monitoring solutions to problems. Living Well also provides tools for managing one's health and making healthy lifestyle changes. The program's structure, content, and procedures will be described in detail as well as the scope and diversity of the population of people with disabilities and their concerns about their own health. Since the research phase, the program has been implemented by more than 200 organizations in 28 states. Procedures for adopting, implementing, and funding the delivery of the program will be described in detail. Methods used for successfully marketing the program and recruiting participants will be discussed.

THURSDAY, SEPTEMBER 14, 2006

F07

The Changing Landscape of the Media: Using New Technologies and Tools to Improve Communication**8:30 a.m. – 9:30 a.m.****Madison****Moderator/Presenter:** R. Craig Lefebvre, Ph.D.

Lefebvre Consulting Group

*Using Social Media in the Daily Life of Public Health Practice***Presenter:** Victoria Rideout, M.A.

Kaiser Family Foundation

*New Media, New Messages: How the New Media Landscape Affects Public Education Campaigns***Presenter:** Faye L. Wong, M.P.H., R.D.

CDC, NCCDPHP

Diving Into the New World of Kid's Communication

New communication and entertainment technologies, and the emergence of Web 2.0, are changing the ways that our audiences interact with media and each other. As we seek to understand and harness these new technologies and social media, the point is not just to use these new media in our programs, but to learn how to use media in new ways to improve public health practices and impact. In this session, we will explore how to cultivate this changing landscape from three points of view.

THURSDAY, SEPTEMBER 14, 2006

F08

Genetic Testing, Policy and Practice Implications for Public Health

8:30 a.m. – 9:30 a.m.

Carter/Jackson

Moderator: Theresa Kanter, M.U.R.P.
CDC

Presenter: Katherine Kolor, M.S., Ph.D.
CDC

Presenter: Toby Citrin, J.D.
University of Michigan School of Public Health

Presenter: Kris Oehlke, M.S.
CGC Minnesota Department of Health

This session will provide an overview of the changing face of genetic testing and the implications for public health. While genetic services have been a part of traditional public health practice for maternal and child health (MCH) and children with special health needs (CSHN) populations, the focus has largely been on testing small numbers of individuals for rare single-gene disorders. Today, genetic tests are becoming increasingly common, with greater proportions of the population being tested or screened for a variety of conditions and purposes in non-clinical settings. Consumers can now purchase genetic tests online for an array of genetic disorders without any involvement of healthcare providers or other systems of care. Alternative medicine practices are actively promoting the emerging science of nutrigenetics; and genetic tests for non-medical purposes, such as parentage and ancestry, are also becoming more commonplace to answer questions about family relationships and ethnic background. Most of the tests that are offered to consumers are based on rapidly evolving science and only loosely regulated, if at all. This session will explore questions such as: What are the implications for public health practice and policy? What roles and responsibilities does the public health system have to assure that genetic testing is appropriately applied and accessible for the benefit for everyone, especially vulnerable populations? What are the associated ethical, legal, and social issues from the public health perspective? How should public health workers prepare to meet this new challenge?

THURSDAY, SEPTEMBER 14, 2006

WELCOME AND PLENARY PRESENTATION

10:00 a.m. – 11:15 a.m.

Grand Ballroom East

WELCOME

Presenter: Muin J. Khoury, M.D., Ph.D.,
Director, CDC, OGD

PLENARY PRESENTATION:

Changes in the Future Health Care Landscape

Presenter: Andrew Zolli,
Z + Partners

Andrew Zolli, who was recently named the Futurist in Residence for American Demographics magazine and an Emerging Explorer for the National Geographic Society, will provide a presentation on the changes in the future health care landscape and discuss what these changes mean for the future of health care. He will give attendees an entertaining and informative tour of what our world will look like as we redefine our notions of health, disease, and well-being. Recognizing the challenges we face in public health, Mr. Zolli will leave the audience with an invigorating sense of purpose and optimism about what can be achieved in the future.

CLOSING PLENARY

11:15 a.m. – Noon

Grand Ballroom East

CLOSING PLENARY:

Assembling the Body Parts: A Unified Health Approach

Presenter: Paul E. Jarris, M.D., M.B.A.,
Executive Director,
The Association of State and Territorial Health Officials (ASTHO)

Dr. Paul Jarris, Executive Director of the Association of State and Territorial Health Officials (ASTHO), will close the conference with an in-depth look at how states can help shift the paradigm from a disease-specific approach to a broader look at what “health and wellness” truly means. He will help attendees understand how this shift translates to a local and state level and look at the practical challenges states face as the result of these changes. Finally, Dr. Jarris will share how this shift adds to the existing work that states are taking on in chronic disease prevention, maternal and child health, and injury prevention.

WRAP-UP AND CLOSE OF CONFERENCE

Presenter: Maureen Culbertson, M.S.
CDC, CoCHP

POSTER PRESENTER LIST

Poster Session with the Authors

Galleria Hall

Tuesday, September 12, 2006 – 2:30 p.m. – 3:00 p.m.

Wednesday, September 13, 2006 – 2:30 p.m. – 3:00 p.m.

Poster #1:

Applying Research to Practice Through Partnership

Mary Singler

Poster #2:

Communication Tools: Enhancing Partnerships

Angela Hedworth

Poster #3:

Crossing State Lines: A Regional Approach for Partnership

Angela Hedworth

Poster #4:

Designing an Effective Self-management Intervention Through a Worksite Wellness Program

Maryam Tabrizi

Poster #5:

Developing Customized Partnership Evaluations

Timothy LaPier

Poster #6:

Developing Public-Private Partnership to Address Racial Disparities around Cardiovascular Disease: Know Your Numbers

Barbara Pryor

Poster #7:

Employment-Based Prevention of Chronic Disease in Washington State, 2005

Patricia Lichiello

Poster #8:

Engaging Beauty Salon Stylists to Promote Health Programs at their Place of Business

Ernestine Delmoor

Poster #9:

Engaging Nontraditional Partners to Address Diabetes and Obesity: The Steps to a HealthierNY Model

Cynthia Jaconski

Poster #10:

Ensuring Diversity and Inclusion in Tobacco Control Programs

Sean Yu

Poster #11:

Evaluation of the UTPRC Collaborative Research Projects Initiative

Valandra German

Poster #12:

Expanding Beyond Traditional Partnerships: Bringing WISEWOMAN to South Dakota Prisoners

Olga Khavjou

Poster #13:

Fit Wic

Jodi Brynes

Poster #14:

Home Physical Activity Programs for Individuals with a Spinal Cord Injury

Holly Wise

Poster #15:

Hospitals' Contributions to Community-based Youth Obesity Prevention Partnerships

Michael Bilton

Poster #16:

Incorporating Genomics into Existing State Level Cancer Surveillance System

Ann Annis-Emeott

Poster #17:

Integrating Genomics and Family History into Population-Based Surveys: The Benefits of an Academic-Practice Collaboration

Sarah Raup

POSTER PRESENTER LIST

Poster #18:

Live Healthy Georgia Seniors Taking Charge! Community Intervention Study

Mary Ann Johnson

Poster #19:

Local Parks and Recreation Agencies: Perfect Nontraditional Partners

Monica Vinluan

Poster #20:

PROMOTING AMPUTEE LIFE SKILLS (PALS)

Patti Ephraim

Poster #21:

Public Health and Education – A Powerful Partnership: The Steps to a HealthierNY Experience

Elissa Nolan

Poster #22:

Utilizing partnerships to sustain programming

Rebecca Gelunas

Poster #23:

VERB Campaign Partnerships: Translating a national media campaign into community action

Rosemary Bretthauer-Mueller

Poster #24:

Worksite Public-Private Partnership: Supporting New York City Employers in Health Promotion Efforts

Maryam Tabrizi

Poster #25:

A Population Health Approach to Best Practice Decision-Making for Community-Based Programs Addressing Chronic Disease

Mary Patricia Dressler

Poster #26:

An Innovative Approach to Smoking Cessation: Quit and Get Fit

Ingrid Bolen

Poster #27:

An Innovative Partnership to Strengthen Diabetes Health Promotion and Birth Defects Prevention

Mary Teachout

Poster #28:

Applying the Transtheoretical Model to Project Pink Crusade, Jefferson County, AR

Valandra German

Poster #29:

Building health center staff capacity to increase physical activity in a multicultural health center

Michael Rennick

Poster #30:

Community engagement improves access to physical activity, fruits, and vegetables in rural Iowa children

Roxane Joens-Matre

Poster #31:

Community-Institutional Partnerships: Understanding Trust Among Partners of CDC's Prevention Research Centers Program

Sharrice White

Poster #32:

Comprehensive Cancer Control Plans Blueprints for Reducing the Burden of Cancer

Christopher Thomas

Poster #33:

Development of an Innovative Approach to Improving Reproductive Health Surveillance in China

Lorraine Yeung

Poster #34:

Environmental Approaches to Obesity Prevention and Management at the Dow Chemical Company- First Year Results

Maryam Tabrizi

Poster #35:

Fitness Buddies: A Social Support Model to Increase Physical Activity and Healthy Eating

Stacey King

Poster #36:

Helping Athletes Manage Their Asthma: An Online Educational Program For Coaches

Rebecca Giles

POSTER PRESENTER LIST

Poster #37:

Innovative Tool to Assess Knowledge, Educate and Change Behavior of Individuals Attending a Multidisciplinary Clinic

Connie Motter

Poster #38:

Linking Food Environment Studies to Community Health Assessments to Enhance Community Partnerships

Joseph Sharkey

Poster #39:

Organizing a Consortium to Combat Chronic Disease in a Community

Ann-Karen Weller

Poster #40:

Partnering to Improve Quality of Care Emergency Medical Dispatch Training

Misty Jimerson

Poster #41:

Promoting Preventive Health Care By Introducing Brief Intervention Competencies to First Year Medical Students

Susan Baillie

Poster #42:

Promoting the Primary Prevention of Chronic Diseases through Strategic Healthy Lifestyle Initiatives in Jamaica

Takeese Foga

Poster #43:

Recommendations for delivery of hepatitis services: Focus group and key informant interviews

Jacque Rainey

Poster #44:

Research to Practice: Promoting Keys to Healthy Aging through the Community Ambassador Program

Kathy Williams

Poster #45:

The Arizona Chronic Disease Plan: An Integrated Model for Promoting Healthy Communities

Janet Bourbouse

Poster #46:

A Participatory Approach to Improving Evaluation Instruments Among American Indian Family Programs in the Southwest

Lisa Marr-Lyon

Poster #47:

A Process Evaluation of a Longitudinal Parenting Intervention Study

Alexandra Balaji

Poster #48:

A review of effective recruitment and enrollment strategies for chronic disease interventions targeting adolescents

Roy Martin

Poster #49:

Arthritis: a frequent co-morbid condition for adults with diabetes, cardiovascular disease and their risk factors

Julie Bolen

Poster #50:

Community-based Late Life Depression Interventions: Special Interest Project Review and Recommendations

John Frederick

Poster #51:

Developing a Cross-Site Evaluation Tool for Diverse Health Disparity Reduction Programs

Daniel Kruger

Poster #52:

Developing a Sudden Cardiac Death Review System: Approaches and Collaborations

Mark Caulder

Poster #53:

Developing of Prevention of FAS/FASD in Russian Children

Tatiana Balachova

Poster #54:

Development and Implementation of a Demonstration Model of a State Cardiovascular Health Examination Survey

Hylan Shoob

POSTER PRESENTER LIST

Poster #55:

Disenrollment among persons insured by Medicaid following a recent diagnosis of breast or colorectal cancer

Steven Zeliadt

Poster #56:

Evidence-Based Assessments of Genomic Applications in Transition from Research into Practice: The EGAPP Project

Linda Bradley

Poster #57:

Health Promotion Economics

Thomas Hoerger

Poster #58:

Identification of Core Performance Measures for the Steps to a HealthierUS Cooperative Agreement Program

Danyael Garcia

Poster #59:

Integrating Policy, Environmental and Systems/ Culture Change into the Socio-Ecological Model.

Bruce Hathaway

Poster #60:

New York State Stroke Center Designation

Deborah Spicer

Poster #61:

Periconceptional Intake of Vitamins Containing Folic Acid and Risk for Multiple Congenital Anomalies

Rebecca Bitsko

Poster #62:

Preparing healthcare providers for the challenges facing public health: Establishing essential genomics nursing competencies.

Jean Jenkins

Poster #63:

Presenting and Using Stroke Burden Data: The Great Lakes Regional Stroke Network Experience

Cassidy Smith

Poster #64:

Program Implementation Highlights: Process Evaluation of the Steps to a HealthierUS Cooperative Agreement Program

Jennifer Weissman

Poster #65:

RACE: Regional Approach Continuing Education -- Enhancing the Chronic Care Model

Brenda Riske

Poster #66:

Strengthening Capacity of Local Health Professionals in Evidence-Based Public Health

Christopher Maylahn

Poster #67:

Teratology Information Services: Models of a Multidisciplinary Approach to Public Health Education and Research

Lynn Martinez

Poster #68:

Eat Smart. Play Hard Power Plan Lessons Target Nutrition Information Needs of Low-Income Americans

Elaine McLaughlin

Poster #69:

Eat Smart. Play Hard. Website: Increasing Access to Nutrition and Physical Activity Resources

Jean Altman

Poster #70:

Innovative Educational Practices Targeting Hispanic Women: Maria Story -- An Hispanic Monologue About Cervical Health

Margaret Rojewski

Poster #71:

Message and Measurement: Effective and Cost-Efficient Social Marketing Campaigns for Diabetes Management

Julie Lejeune

Poster #72:

Addressing Health Disparities of CVD and Stroke among African Americans and Hispanics/Latinos

Lauren Barnes

Poster #73:

Creating Change to Address Health - A Model for Implementing Coordinated School Health in Schools

Cheri Thomas

POSTER PRESENTER LIST

Poster #74:

Delivering diabetes prevention education to the Latino community in a culturally relevant manner

Martin Nava

Poster #75:

Diabetes Prevention Education in a Community Outreach Setting

Carol Foust

Poster #76:

Family History of Premature Heart Attack or Stroke, Michigan WISEWOMAN Program

Ann Annis-Emeott

Poster #77:

Grocery Store Placement Using Political Muscle and Local Partners

Adriane Griffen

Poster #78:

Intervention with Employers for Evidence-based Prevention of Cancer

Jeffrey Harris

Poster #79:

Introducing a Simple, Evidence-based Physical Activity Intervention for Community-dwelling Frail Older Adults

Jennifer Wieckowski

Poster #80:

Making Family Health History a Tradition in Utah

Jenny Johnson

Poster #81:

Manatee County Closing the GAP- Diabetes Education Program

Mary Ellen Sagatys

Poster #82:

Midwest Regional Fetal Alcohol Syndrome Training Center (MRFASTC): Results From Our First 3 Years

Mark Mengel

Poster #83:

Mobile Pediatric Emergency Response Team (MPERT): Lessons Learned from Front Lines of Hurricane Katrina

Paul Sirbaugh

Poster #84:

National Folic Acid Awareness Week: Keeping Health Observances Fresh

Adriane Griffen

Poster #85:

Preventing the Recurrence of Neural Tube Defects in the United States: Current Status and Recommendations

Julianne Collins

Poster #86:

Raising Healthy Kids: A Local Collaboration to Promote Nutrition & Physical Activity

Navita Persaud

Poster #87:

The School Health Index: Establishing Wellness Policies and Practices in Columbia County N.Y. Schools

Jane Diamond

Poster #88:

Use of Community Partnerships and Social Marketing Techniques to Implement Evidence-based Breastfeeding Interventions

Carol MacGowan

Poster #89:

Women Together for Health: Innovative community approach facilitating health behavior change among the underserved

Bridgette Wilde

Poster #90:

Atlanta health care providers' perceived barriers to the management of diabetes during pregnancy

Jennifer Williams

Poster #91:

Culture and Chronic, Low-Dose Pesticide Exposure Among Immigrant Farmworkers: A BioCultural Perspective

Shedra Snipes

Poster #92:

Direct to Consumer Marketing of a Nutrigenetics Testing Product in Minnesota Retail Settings

Kristin Oehlke

Poster #93:

Folic acid supplementation among diabetic and overweight women of childbearing age

Amy Case

POSTER PRESENTER LIST

Poster #94:

Impact of Health Care Provider Advice on Weight Control and Related Behaviors

Adrienne Ronsani

Poster #95:

Kidney Disease Is a Public Health Problem

Nilka Rios Burrows

Poster #96:

Maternal use of antifungal medication and the risk of selected birth defects

Tonia Carter

TOP POSTER AND ORAL ABSTRACTS

A Bright Future for Public Health Education and Health Promotion

Mariela Alarcon-Yohe, Directors of Health Promotion and Education

A Cervical Cancer Screening Promotion Intervention for Low-income, Low literacy Latinas to Overcome Health Disparities

Armando Valdez, PRISM Health

A Population Health Approach to Best Practice Decision-Making for Community-Based Programs Addressing Chronic Disease

Mary Patricia Dressler, Public Health Agency of Canada

A Proposed Meta-ontology Schema for Integrating Diet, Nutrition, Metabolomic, and Health Outcomes

Matthew Lange, UC Davis, and the International Milk Genomics Consortium

An Innovative Approach to Educating a High-Risk Community About Stroke Awareness

Shannon Carrow, Research Center for Stroke & Heart Disease of the Jacobs Neurological Institute

An Innovative Approach to Smoking Cessation: Quit and Get Fit

Ingrid Bolen, Idaho Department of Health and Welfare

Arthritis: a frequent co-morbid condition for adults with diabetes, cardiovascular disease and their risk factors.

Julie Bolen, Centers for Disease Control and Prevention/NCCDPHP

Building an Effective Community-Wide System of Developmental Education, Surveillance, Screening, and Diagnosis

Desmond Kelly, Division of Developmental-Behavioral Pediatrics

Building health center staff capacity to increase physical activity in a multicultural health center

Michael Rennick, University of Nebraska Medical Center

Cancer Genomics for Public Health

Mary Teachout, Michigan Department of Community Health

Community Based Participatory Research: Linking Science and Practice in REACH 2010

Andrea Hegedus, Northrop Grumman Contractor at CDC

Community Empowerment as a Health Promotion Methodology to Change Health Policies and Reduce Disparities

Michelle Melendez, NM Department of Health, Region 3 Public Health Division

Crossing State Lines: A Regional Approach for Partnership

Angela Hedworth, Great Lakes Regional Stroke Network

Cutting Through the Clutter: Effectively Communicating our Public Health Success Using the eValue-ator System

Catherine Hutsell, Centers for Disease Control and Prevention

Developing a Cross-Site Evaluation Tool for Diverse Health Disparity Reduction Programs

Daniel Kruger, University of Michigan

TOP POSTER AND ORAL ABSTRACTS

Developing a Successful Public-Private Partnership to Change Public Policy

Elise Antrobus, March of Dimes

Developing Sustainable Community-based Obesity Prevention Marketing Programs: Capacity Assessment at the Local Level

Moya Alfonso, Florida Prevention Research Center

Development and Implementation of a Demonstration Model of a State Cardiovascular Health Examination Survey

Hylan Shoob, CDC/Division for Heart Disease and Stroke Prevention

Diabetes Prevention Education in a Community Outreach Setting

Carol Foust, Colorado State University-Pueblo

Employment-Based Prevention of Chronic Disease in Washington State, 2005

Patricia Lichiello, University of Washington School of Public Health

Environmental Approaches to Obesity Prevention and Management at the Dow Chemical Company- First Year Results

Maryam Tabrizi, Thomson Medstat

Evaluation of Long-term Vitamin Use Among Participants in a Western North Carolina Multivitamin Distribution Program

Judith Major, Fullerton Genetics Center at Mission Hospitals

Evidence-based Programming for Health and Fitness

Carol Zernial, Alamo Area Council of Governments

Family History of Premature Heart Attack or Stroke, Michigan WISEWOMAN Program

Ann Annis-Emeott, Michigan Department of Community Health

Folic Acid Supplementation Among Diabetic and Overweight Women of Childbearing Age

Amy Case, Texas Birth Defects Epidemiology & Surveillance

Following the Leader: Process Evaluation of Community Health Workers in an Obesity Intervention

Ronni Bowen, The University of North Carolina at Chapel Hill

Gaining State Policymaker Support for Key Proven Chronic Disease Prevention Strategies: Lessons from State Capitols

Michael Fierro, Deloitte Consulting, LLP

Genetics to Genomics: Changing the Health of Today's Youth Through Science and Behavior

Mary Teachout, Michigan Department of Community Health

Golf for People with Disabilities: Increasing Physical and Social Activity through a National Model

Gary Robb, National Center on Accessibility

Health Promotion Economics

Thomas Hoerger, RTI International

TOP POSTER AND ORAL ABSTRACTS

Health Works in the Community: Strategies for Building Social Capital Through Community Based Research

Marci Campbell, University of North Carolina at Chapel Hill

Healthy Passages: A Longitudinal Study to Improve Policies and Programs to Promote Adolescent Health

Jo Anne Grunbaum, Centers for Disease Control and Prevention

Helping African-American Families Make the Kidney Connection: The NKDEP Family Reunion Initiative

Elisa Gladstone, National Kidney Disease Education Program/NIH

Impact of Health Care Provider Advice on Weight Control and Related Behaviors

Adrienne Ronsani, New York State Department of Health

Implementation of an Evidence-Based Chronic Disease Self-Management Program at the Local Level

Bonita Hafner, Area Agency on Aging of Western Michigan

Implementing Innovative Strategies and Addressing Health Disparities in Culturally Diverse REACH 2010 Communities

Michael Sells, Centers for Disease Control and Prevention

Implementing Lifestyle Interventions in Selected WISEWOMAN Programs: Adaptable Strategies for Public Health Programs

Heather Zaveri, Mathematica Policy Research, Inc.

Implementing The National America on the Move Intervention at the Statewide & Local Level

Amy Forrest, Be Active New York State

Improving HIV/STD, and Teen Pregnancy in Schools: Strengthening State Health & Education Agency Partnerships

Danielle Sollers, Association of Maternal and Child Health Programs

Improving Participation among Underrepresented Groups: Pilot Study Findings from the Behavioral Risk Factor Surveillance System

Michael Link, Centers for Disease Control and Prevention/NCCDPHP

Incorporating Genomics into Existing State Level Cancer Surveillance System

Ann Annis-Emeott, Michigan Department of Community Health

Introducing a Simple, Evidence-based Physical Activity Intervention for Community-dwelling Frail Older Adults

Jennifer Wieckowski, Partners in Care Foundation

Limiting Disability in People with Arthritis: Two Physical Activity and Weight Management Interventions

Barbara Braun, Park Nicollet Institute

Live Healthy Georgia Seniors Taking Charge! Community Intervention Study

Mary Ann Johnson, University of Georgia Dept of Foods and Nutrition

Low Chronic Kidney Disease Awareness in a Population at Risk: Kidney Early Evaluation Program Results

Joseph Vassalotti, National Kidney Foundation

TOP POSTER AND ORAL ABSTRACTS

Making Family Health History a Tradition in Utah

Jenny Johnson, Utah Department of Health

Multiple Health Disparities among African-Americans with Disabilities: Opportunities for Health Promotion

Gwyn Jones, Centers for Disease Control and Prevention/NCBDDD

National Community-Based Research to Promote and Protect Brain Health: The Healthy Aging Research Network

James Laditka, University of South Carolina

Partnering with Managed Care to Bring Cultural Competency Training to Medical Professionals

Eric Weiskopf, New York State Department of Health

PEARLS: Successful Dissemination of a Community-based Intervention for Community-dwelling Frail Older Adults

Sheryl Schwartz, University of Washington PRC

Periconceptional Intake of Vitamins Containing Folic Acid and Risk for Multiple Congenital Anomalies

Rebecca Bitsko, Centers for Disease Control, NCBDDD

Preparing healthcare providers for the challenges facing public health: Establishing essential genomics nursing competencies.

Jean Jenkins, NHGRI, NIH

Presenting and Using Stroke Burden Data: The Great Lakes Regional Stroke Network Experience

Cassidy Smith, Great Lakes Regional Stroke Network

Preventing the Recurrence of Neural Tube Defects in the United States: Current Status and Recommendations

Julianne Collins, Greenwood Genetic Center

Promising Practices of Wellness Programs at Small and Medium Worksites: Lessons from the SWAT Study

Pam Williams-Piehota, RTI International

Promoting Amputee Life Skills (PALS)

Patti Ephraim, Johns Hopkins University Bloomberg School of Public Health

Promoting Child Development, Reducing Chronic Conditions: Family-centered Pediatric Care for a High Risk Population

Carla White, Centers for Disease Control and Prevention/NCBDDD

Public Health and Education – A Powerful Partnership: The Steps to a HealthierNY Experience

Elissa Nolan, New York State Department of Health

Rapid Evaluation of Innovative Health Promotion Programs at Small and Medium Worksites--Lessons Learned

Diane Dunet, Centers for Disease Control and Prevention

TOP POSTER AND ORAL ABSTRACTS

Recommendations for Delivery of Hepatitis Services: Focus Group and Key Informant Interviews

Jacquie Rainey, University of Central Arkansas

Symptoms for Cardiovascular Disease among Females: Findings from a Chief Complaint Database

Juan Zevallos, Clark County Health District

The Future of Tobacco Use in the United States

Gary Giovino, Roswell Park Cancer Institute

The Impact of Protective and Resiliency Factors on Risk Avoidance Behaviors among Hispanic Students

Linda Penaloza, University of New Mexico Prevention Research Center

Translating an Evidence-based Medication Management Model into Community-based Settings

Jennifer Wieckowski, Partners in Care Foundation

U.S. Surgeon General Family History Initiative: Modeling Collaboration, Communication, and Consumer Outreach to Improve Health

Jean Jenkins, NHGRI, NIH

Use of Community Partnerships and Social Marketing Techniques to Implement Evidence-based Breastfeeding Interventions

Carol MacGowan, Centers for Disease Control and Prevention

Use of Health Communication Strategies and Methods to Promote Colorectal Cancer Awareness and Prevention

Kymber Williams, CDC/NCCDPP/DCPC

Using Pregnancy Risk Assessment Monitoring System (PRAMS) for Chronic Disease Prevention and Health Promotion

Joan Ware, NACDD Women's Health Council

Women Together for Health: Innovative Community Approach Facilitating Health Behavior Change among the Underserved

Bridgette Wilde, Maricopa County Office of Health Promotion and Health Education

Worksite Wellness: Challenges for Small Businesses in Rural States

Chelsea Fagen, Montana DPHHS

ANCILLARY MEETINGS

Monday, September 11, 2006

| | | | |
|------------------------------|--|-----------------------|----------------------|
| 7:30 a.m. - 4:30 p.m. | Air Force Health Promotion Meeting | Grand Salon C | Marcy Jameson |
| 8:00 a.m. - 5:00 p.m. | National Society of Physical Activity Practitioners in Public Health | Dekalb | LeeAnn Mordecai |
| 8:00 a.m. - 6:30 p.m. | CDC National Office of Public Health Genomics | Carter | Jeannette St. Pierre |
| 2:00 p.m. - 6:00 p.m. | NACDD CVH Council meeting | Gwinett | Margaret Casey |
| 2:30 p.m. - 8:00 p.m. | NACDD Members Meeting and Reception | Grand Salon AB | Rob Smariga |
| 7:00 p.m. - 9:00 p.m. | Physical Activity Collaboration | Gwinett | Pam Eidson |

Tuesday, September 12, 2006

| | | | |
|------------------------------|---|------------------------|----------------|
| 4:30 p.m. - 5:30 p.m. | NACDD Health Disparities Interest Group | Cherokee | David Yum |
| 4:30 p.m. - 5:30 p.m. | NACDD Legislative and Policy Committee | Directors Room | Rob Smariga |
| 4:30 p.m. - 6:00 p.m. | National Comprehensive Cancer Control Program | Cabinet/Council | Chris Thomas |
| 4:30 p.m. - 6:00 p.m. | NCBDDD External Partners Group | Walton | Russell Kirby |
| 4:30 p.m. - 6:00 p.m. | Preventing Chronic Disease Journal | Henry | Alexis Simmons |

Wednesday, September 13, 2006

| | | | |
|------------------------------|---------------------------------------|-----------------------|-------------|
| 7:00 a.m. - 8:00 a.m. | CDC Colorectal Cancer Network Meeting | Cherokee | Ena Wanliss |
| 2:30 p.m. - 3:30 p.m. | NACDD Executive Committee Meeting | Directors Room | Rob Smariga |

ANCILLARY MEETINGS

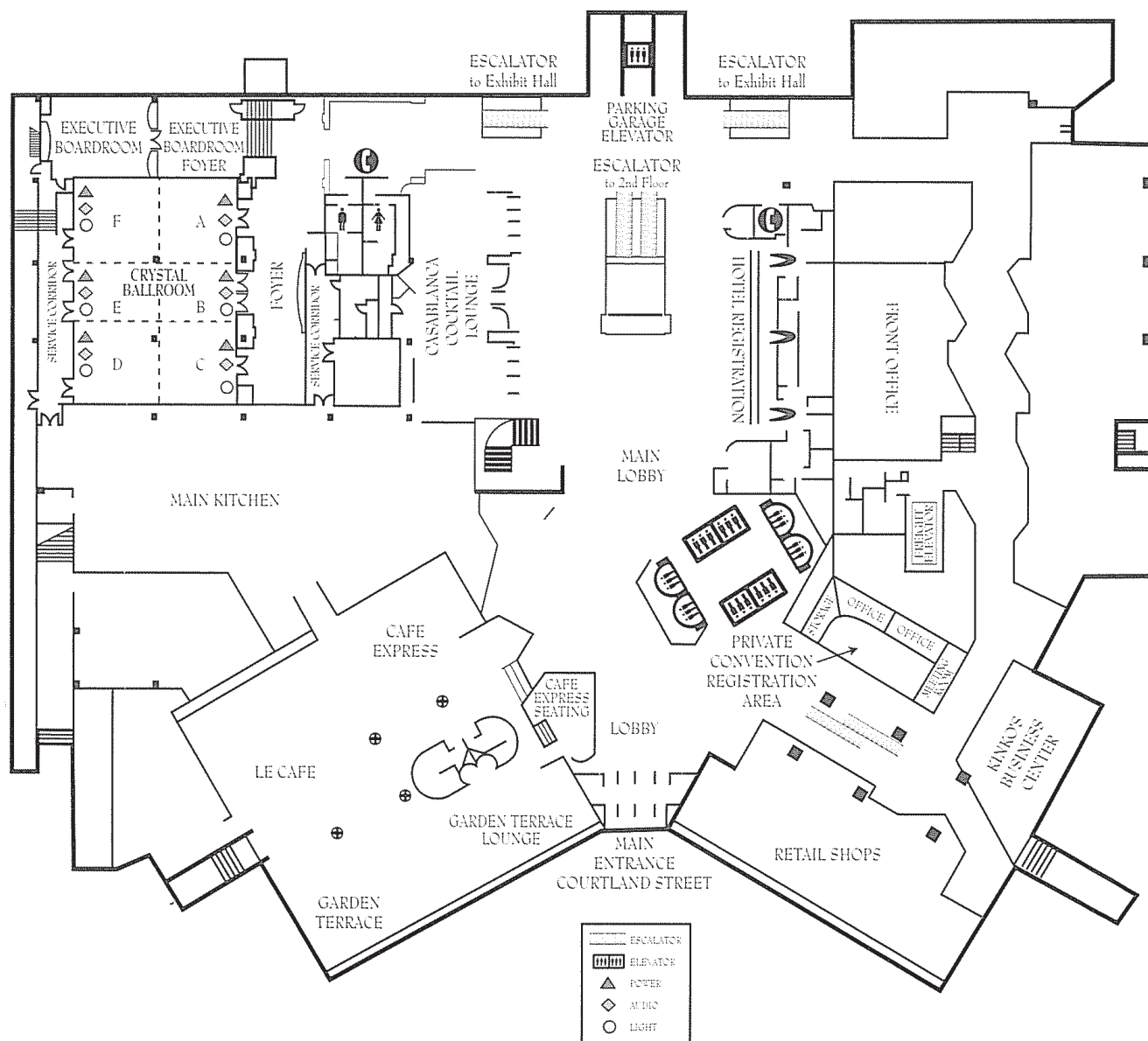
Thursday, September 14, 2006

| | | | |
|-------------------------------|---|------------------------|---------------|
| Noon - 6:00 p.m. | NACDD Navigating Cooperative Agreements Training Course | Cabinet/Council | Chuck Gollmar |
| 12:30 p.m. - 4:30 p.m. | Air Force Health Promotion Meeting | Carter/Jackson | Marcy Jameson |

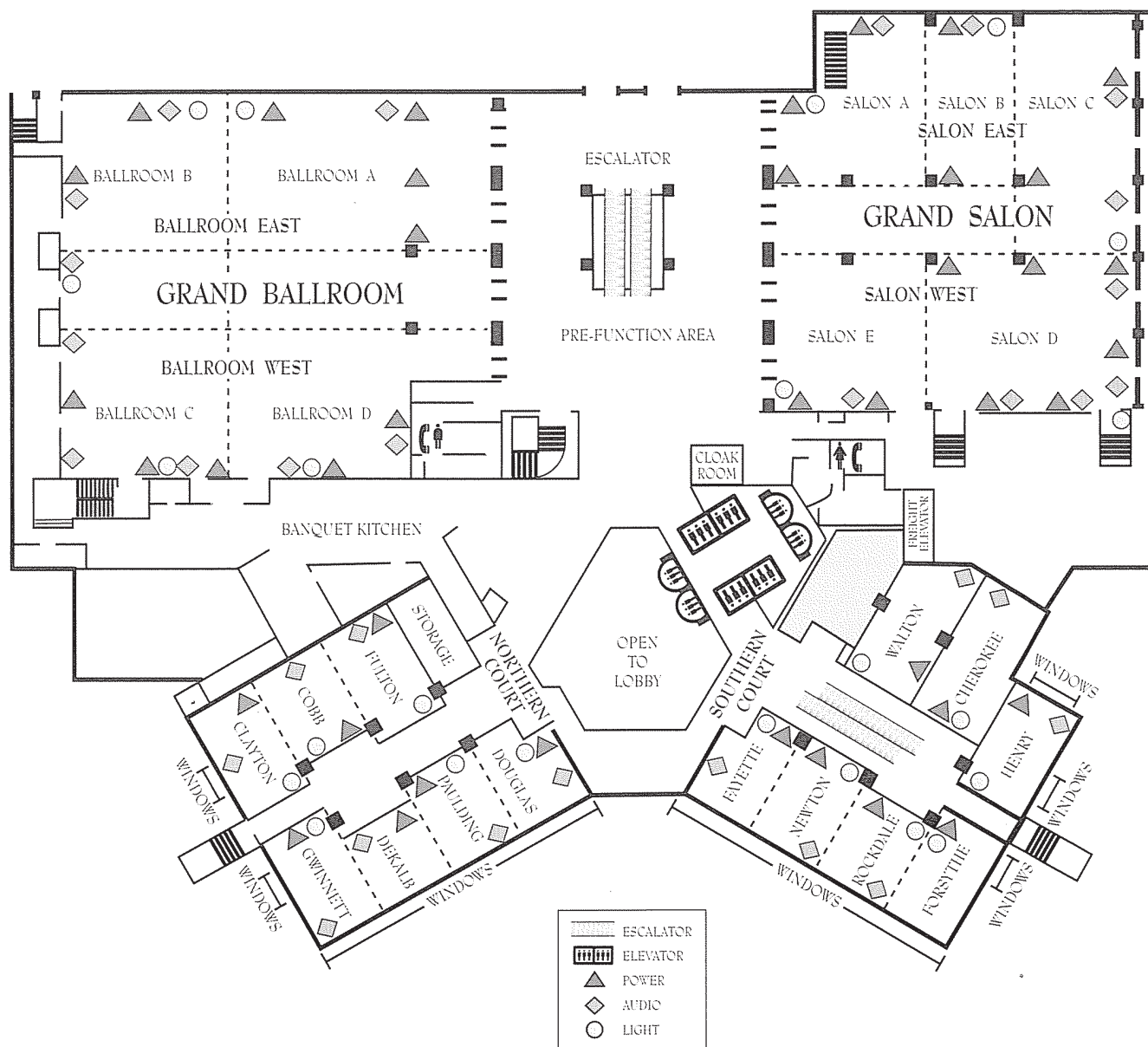
Friday, September 15, 2006

| | | | |
|------------------------------|---|------------------------|---------------|
| 8:00 a.m. - 4:30 p.m. | Air Force Health Promotion Meeting | State/Club | Marcy Jameson |
| 8:30 a.m. - 6:00 p.m. | NACDD Navigating Cooperative Agreements Training Course | Cabinet/Council | Chuck Gollmar |

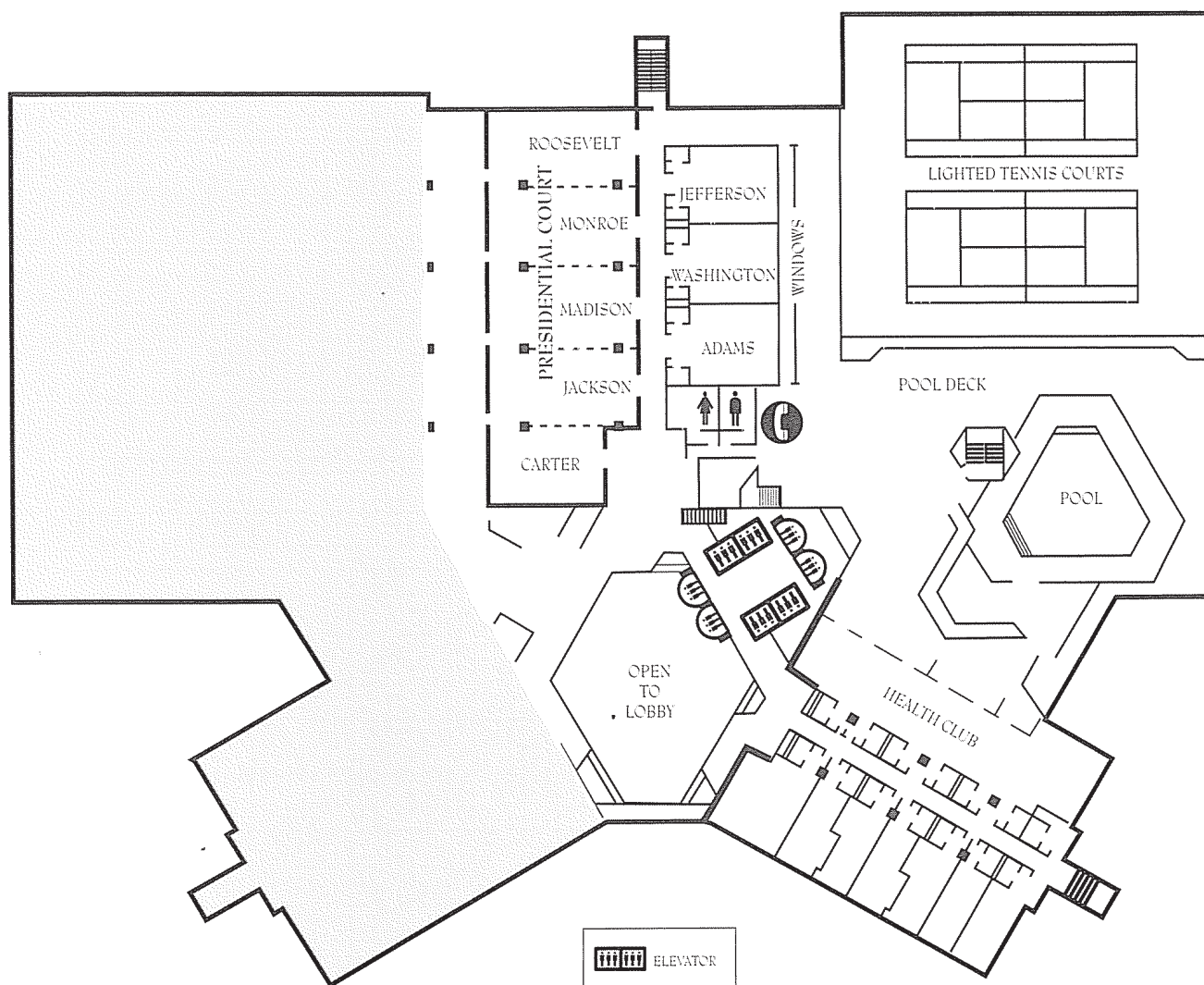
FIRST FLOOR MEETING FACILITIES



SECOND FLOOR MEETING FACILITIES



THIRD FLOOR MEETING FACILITIES



FOURTH FLOOR MEETING

